



**Bacardi Hosts Top Distributor Executives at Puerto Rico Distillery;
Dedicates BACARDÍ Rum Barrel to New Partnership**

Cataño, Puerto Rico, June 8, 2016 — Bacardi hosted executives from its United States distribution team of Southern Wine & Spirits and Glazer's Inc. for a site tour of the 127-acre campus featuring aging, blending, quality control and manufacturing operations for BACARDÍ® rum.

As part of the visit, Eduardo Vallado, Vice President of Supply Chain and Manufacturing for Bacardi in the Americas, dedicated a barrel of BACARDÍ rum to rest in the aging warehouse to signify the start of the new partnership between the companies.

VIPs attending the site tour and barrel dedication on Tuesday, June 7, 2016:

- Pete Carr, Regional President – North America, Bacardi
- Mauricio Vergara, CMO - North America, Bacardi and global lead for BACARDÍ® rum and GREY GOOSE® vodka
- Eduardo Vallado, Vice President of Supply Chain and Manufacturing – Americas, Bacardi
- Bob Arnold, Senior Vice President of U.S. Sales, Bacardi
- Bennett Glazer, Chairman, Glazer's Inc.
- Sheldon "Shelly" Stein, President & CEO, Glazers Inc.
- Wayne Chaplin, President & CEO, Southern Wine & Spirits
- Brad Vassar, Executive Vice President and Chief Operating Officer, Southern Glazer's Wine and Spirits
- Steve Cohen, Executive Vice President & Managing Director, Transatlantic Division of Southern Glazer's Wine and Spirits

Attended by 30 executives of the companies, the site visit to the world's largest premium rum distillery showcased the multimillion dollar investment by Bacardi over the past five years accounting for three new rum aging warehouses, a rum blending facility, a tank farm housing 32 stainless steel holding tanks, a terminal for loading tankers, a new laboratory, and refurbishment of the Casa Bacardi Visitor Center.

The Cataño facility produces more than 100,000 liters of rum every day, crafting more than 80 percent of the BACARDÍ rum consumed in the world.

"This facility has been an anchor for Bacardi for nearly 60 years. We support economic growth and stability in Puerto Rico. We have made significant investments in infrastructure for our distillery and visitor center operations over the past five years for the long-term future and sustainment of the rum industry in Puerto Rico," said Pete Carr, regional president for North America, Bacardi. "With our U.S. distribution partners, Bacardi sees the island playing a key role in the manufacturing of BACARDÍ rum and Bacardi playing a significant role in the Puerto Rican economy as it is the leading private contributor to Puerto Rico's treasury through its annual contributions of income, excise and other taxes. Rum cover-over revenues generated from excise taxes paid by Bacardi alone represents billions to the Commonwealth over the next 20 years."

In January, Bacardi announced it would move to a regional distributor network in North America in April 2016 and named Southern Wine & Spirits of America, Inc. and Glazer's, Inc., which have signed a definitive agreement to form Southern Glazer's Wine and Spirits in July, to lead the distribution of its wine and spirits portfolio in more than 40 markets across the United States and Canada.

About Bacardi in Puerto Rico

Bacardi Corporation was founded in San Juan, Puerto Rico, in 1936, and is part of family-owned Bacardi Limited, the largest privately held spirits company in the world. The current facility was built in 1958 on 127 acres in the town of Cataño. The rum production facility is the largest premium rum distillery in the world and one of 29 Bacardi manufacturing facilities globally. It produces 100,000 liters of BACARDÍ rum every day.

Since 2004, Bacardi has operated the state-of-the-art Casa Bacardi Visitor Center, the second most-visited venue in metro San Juan, drawing more than 250,000 visitors a year to learn about the rich history of the Bacardi family and brand, as well as its unique production. Bacardi employs professionals in sales, marketing, operations, manufacturing and other support roles.

The BACARDÍ® brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. The Bacardi brand portfolio comprises more than 200 brands and labels including GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, and MARTINI® vermouth and Italian sparkling wines.

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