



Bacardi Names Patrón Spirits CMO Lee Applbaum as Global Head of GREY GOOSE® Vodka

Applbaum takes on top vodka role as CMO; continues as CMO of Patrón Spirits

Hamilton, Bermuda, August 7, 2018—Bacardi Limited, the largest privately held spirits company in the world, today announces that Lee Applbaum, global chief marketing officer of Patrón Spirits, expands his role to head up global marketing for GREY GOOSE® serving as CMO for both Patrón Spirits and GREY GOOSE vodka.

In this new top category role, Applbaum is responsible for developing the global marketing vision and premium positioning for the world leader in super-premium vodka. He will drive global strategy to lead the GREY GOOSE brand to the next level — including brand equity, architecture, positioning, advertising, creative, brand communications, experiential, packaging, and strategic direction on new product development and innovation. Applbaum reports to Bacardi Limited Chief Executive Officer Mahesh Madhavan and will be based in Bermuda, subject to the approval from the Bermuda Immigration department. He will spend time at the Patrón office in Dallas, as well as in the Bacardi offices of Coral Gables and London, among others.

“Much of Lee’s focus with PATRÓN tequila has been on building world-class assets to communicate the brands’ rich artisanal story. I look forward to Lee bringing his creativity, ideas, and talent to GREY GOOSE as the two brands are both category leaders,” says Madhavan. “One of the greatest benefits of our recent acquisition of Patrón Spirits has been the merging and sharing of talent. It was always about more than just the liquid. These were the types of synergies that we were looking for when we acquired Patrón Spirits earlier this year.”

“GREY GOOSE and PATRÓN are two iconic brands that stand alongside each other behind some of the best bars in the world. We can learn a lot from each other, and I look forward to a dynamic exchange of ideas, expertise, and experiences between the two brand teams,” says Applbaum.

Applbaum will continue to serve as the global CMO of Patrón Spirits responsible for the company’s portfolio of luxury brands, including the world’s number one ultra-premium tequila. He directs all global integrated marketing efforts across creative, media, public relations, innovation, and experiential activation in more than 100 countries.

Applbaum is an innovator with proven strategic, creative, and communications expertise in the fields of brand and retail marketing. He has been praised for his achievements in digital and social media, brand building, and product development including being recognized by *Adweek* as a “Brand Genius,” the magazine’s highest marketing honor, and the “Most Innovative CMO” by *Business Insider*.

“With Lee working closely with John Burke, our global CMO, we have a seasoned team of leaders overseeing our iconic and leading-edge brands,” adds Madhavan.

NOTE: A headshot of Mr. Applbaum is available via www.bacardilimited.com and BusinessWire.

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About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands

and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, PATRÓN® tequila, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON'S® Scotch whisky, ST-GERMAIN® elderflower liqueur, and ERISTOFF® vodka.

Founded more than 156 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi currently employs approximately 5,500, operates more than 20 production facilities, including bottling, distilling and manufacturing sites, and sells its brands in more than 170 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. Visit www.bacardilimited.com or follow @BacardiLimited.

About GREY GOOSE Vodka

Every aspect of the creation of GREY GOOSE is focused on crafting vodka of unmatched quality. The creation of GREY GOOSE begins with the very best ingredients from France – soft winter wheat from the Picardie region, le grenier à blé (the breadbasket of France) and spring water from Gensac-La-Pallue, that is naturally filtered through limestone. A unique distillation process brings out the naturally superior characteristics of these ingredients.

From field-to-bottle, the expertise of the GREY GOOSE Cellar Master, François Thibault, ensures an unparalleled smoothness and exceptional taste to the connoisseur palate. The GREY GOOSE portfolio is comprised of GREY GOOSE® Vodka, GREY GOOSE® Interpreted by Ducasse, GREY GOOSE® La Poire, GREY GOOSE® L'Orange, and GREY GOOSE® Le Citron Flavored Vodkas, GREY GOOSE® VX Spirit Drink. www.greygoose.com

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