



BACARDI EMPLOYEES TRADE COMPUTERS FOR COCKTAILS IN QUEST TO GET CLOSER TO CONSUMERS

*From Miami to Mumbai, Lagos to Lisbon, Bacardi employees to takeover
1,000 bars in 130+ global destinations
“Our brands are built in bars, not boardrooms”*

Hamilton, Bermuda, February 4, 2019 – On February 7th, Bacardi employees around the globe will turn on their “out of office” to turn up at local hotspots in cities around the globe as part of the drink giant’s second annual **“Back to the Bar.”** Coinciding with the company’s annual Founder’s Day, “Back to the Bar” commemorates the 157th anniversary of family-owned Bacardi, today the world’s largest privately held spirits company.

More than 7,000 Bacardi employees across 130 global cities will storm 1000+ bars during a sixteen-hour period. Designed to reignite the company’s bar-born spirit and family culture, “Back to the Bar” has become an important cultural touchstone for the company which was originally founded in Cuba in 1862 and today sells its brands in more than 170 countries around the globe.

““Back to the Bar’ is based on our belief that our brands are built in bars, not boardrooms. As Bacardi celebrates our 157th anniversary, it’s important to reconnect with our roots, think like Founders and put our own feet on the street to see first-hand how our business, bars and consumers are changing,” said Mahesh Madhavan, CEO of Bacardi Limited. “For Bacardi people, visiting bars is often more work than play as we do on-the-ground research and put ourselves in the role of salespeople and influencers.”

Back to the Bar crawls mean business on social media

For generations, the Bacardi family has encouraged all employees to think like salespeople, with the ability to influence the business at a grassroots level. Today, influence takes on a whole new connotation, and “Back to the Bar” aims to unleash homegrown Insta-influencers from throughout the organization, with a target of generating more than 5,000 unique posts with #BacktotheBar.

Trendspotting to take center stage at Back to the Bar

From trends like *“drink less but better”* to *“instagrammable handcrafted cocktails”* to *“no/low is the new go-to,”* “Back to the Bar” will shine a light on important trends in a drinks business that continues to flourish, with adult Millennials – dubbed the “shaken and stirred” generation – at the forefront of a new golden age of cocktails.

“The cocktail revolution continues as more people from more places drink more varieties of spirits than ever before, and bars and bartenders are on the frontlines,” said Jacob Briars, Bacardi Global Advocacy Director. “In addition to spending time with consumers, “Back to the Bar” is a chance for us to thank the bars and restaurants who support us and the world’s best bartenders, who are truly on the cutting edge of what’s new and next in our business.”

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, PATRÓN® tequila, DEWAR’S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, 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 157 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi currently employs more than 7,000, operates more than 20 production facilities, including bottling, distilling and manufacturing sites in 11 countries, 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.

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