



**PATRÓN GLOBAL PRESIDENT AND CHIEF OPERATIONS OFFICER
DAVE WILSON TO RETIRE**

**Bacardi President of North America Pete Carr to manage Bacardi and Patrón organizations
within the Region**

Hamilton, Bermuda, March 26, 2019 – Bacardi Limited, the largest privately held spirits company in the world, announced today that Dave Wilson, Global President and Chief Operations Officer of Patrón Spirits International and The Patrón Spirits Company, will retire as of April 1, 2019. With Wilson’s retirement, Pete Carr, President, Bacardi North America, will lead both the Bacardi and Patrón organizations for North America. Wilson will continue as a senior advisor to Patrón.

PATRÓN, which was acquired by Bacardi Limited in April 2018, singlehandedly created the ultra-premium tequila category and is today one of the world’s most recognized and admired luxury sprits brands. The company is well into a successful integration of Patrón, which joins an iconic one-of-a-kind portfolio that includes BACARDÍ rum, GREY GOOSE vodka, BOMBAY SAPPHIRE gin, DEWAR’S Blended Scotch whisky and MARTINI vermouth and sparkling wine.

“During his tremendously successful 40-year career, Dave has made an everlasting imprint in the spirits industry driving pioneering marketing, world-class operations, and innovative environmental programs,” said Mahesh Madhavan, Chief Executive Officer of Bacardi Limited. “On behalf of Bacardi and our newest colleagues from Patrón, I thank Dave for his contributions to the industry and for supporting the union of two incredible organizations that are Bacardi and Patrón.”

As part of the new structure, Darren Doalson, Senior Vice President of U.S. Sales for Patrón Spirits, now reports to Carr and David Rodriguez, Director General of Patrón Sprits Manufacturing Operations in Mexico, reports to Jean-Marc Lambert, Vice President of Global Operations for Bacardi. Lee Applbaum will continue to manage U.S. and Global Marketing for both PATRÓN Tequila and GREY GOOSE Vodka, reporting to Madhavan. Other functions which formerly reported to Wilson at Patrón have already successfully integrated into the Bacardi organization.

“Bringing the PATRÓN brand into the Bacardi portfolio brought the company to the #2 spot in the United States by market share value and I am thrilled to lead the continued growth of the brand,” said Carr, a 30-year veteran of the spirits industry who joined Bacardi in 2014. “PATRÓN is one of the most coveted spirits brands in the world and I feel privileged to work with this remarkable team.”

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 more than 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.

Media Contact

Jessica Merz, jmerz@bacardi.com