



BACARDI LIMITED

AT A GLANCE



CELEBRATING MOMENTS THAT MATTER,
ONE DRINK AT A TIME

THE LARGEST
PRIVATELY HELD SPIRITS
COMPANY IN THE WORLD

A FAMILY OF MORE THAN
200 BRANDS
AND LABELS ENJOYED IN
170 COUNTRIES

GLOBAL
HEADQUARTERS
HAMILTON, BERMUDA

7,000 PASSIONATE
PEOPLE WORLDWIDE

FOUNDED ON FEBRUARY 4, 1862 IN
SANTIAGO DE CUBA BY
DON FACUNDO BACARDÍ MASSÓ

150+ YEARS
OF HISTORY


7 GENERATIONS LATER
& STILL FAMILY OWNED

Core Brands



BACARDÍ® the
world's most
awarded rum



GREY GOOSE®
vodka made
without
compromise



BOMBAY
SAPPHIRE® the
world's leading
premium gin



DEWAR'S®
the world's
most awarded
blended
Scotch whisky



PATRÓN® the
world's #1
ultra-premium
"simply perfect"
tequila



MARTINI® the
world's #1 Italian
sparkling wine and
vermouth brand

Good Spirited

Since our early days, we've been committed to giving back to communities, marketing responsibly, operating sustainably, taking care of our people, **and doing the right thing.**

OUR FIVE GLOBAL PILLARS:



MARKETPLACE

Reduce the harmful use of alcohol



PEOPLE

Support our people and reflect the diversity of our global business



ENVIRONMENT

Return to the environment at least as much as we take away



RESPONSIBLE SOURCING

Source our materials responsibly



PHILANTHROPY & COMMUNITY INVESTMENT

Take care of our communities

Culture

We share the passion and entrepreneurial flair of our founders and are guided by our culture pillars that inspire us to

BE
Fearless
TREAT EACH OTHER LIKE
Family
ACT LIKE
Founders

Leadership



Mahesh Madhavan
Chief Executive Officer



Facundo L. Bacardi
Chairman of the Board of Directors

FOR MORE VISIT BACARDILIMITED.COM

ENJOY OUR BRANDS RESPONSIBLY. BACARDÍ, THE BAT DEVICE AND ALL OTHER MARKS APPEARING ON THE BACARDI GROUP PRODUCTS SHOWN AND/OR QUOTED IN THIS DOCUMENT ARE TRADEMARKS AND/OR REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED OR OF OTHER SUGSIDIARIES OF BACARDI LIMITED.