



KEEP CALM AND SOIRÉE ON: THE NEW ERA OF SUMMER SOCIALIZING

Latest Stats from Bacardi Survey Reveal How the Global Pandemic Has Changed the Way Consumers Across the World Plan to Enjoy Cocktails This Summer

Hamilton, Bermuda, July 17, 2020 – Following months of quarantine and limited social gatherings, the latest survey by Bacardi, the world's largest privately-held spirits company, shows that over 80% of respondents who drink cocktails have changed how and what they're drinking after restrictions imposed by the global pandemic. This summer, 'al fresco' is the buzzword, and the outdoor summer soirée is set to be bigger than ever. The latest results by Bacardi, based on data from 5,000 respondents in the U.S., U.K., France, and Germany, reveals all this and more in the Bacardi 2020 Summer Cocktail Trends Survey, which sheds light on how consumers are imbibing this summer.

Half of all respondents in France and Germany aim to spend more time socializing and sipping drinks outside this summer compared to last year. Followed by 43% of American respondents and 39% of those surveyed in the U.K. Interestingly, most of those surveyed claim they'll be enjoying the great outdoors closer to home, with under 16% planning a trip abroad this summer. Furthermore, reconnecting with friends and family was the top priority across all markets surveyed.

Though they might not be traveling to their favorite beach destination, seaside-friendly frozen cocktails continue to be a popular choice this season, particularly in the U.S. and France, with 42% of American and 35% of French respondents looking forward to enjoying a frozen cocktail this summer. Bacardi offers some delicious options with the frozen BACARDÍ® Piña Colada or the MARTINI & ROSSI® Frosé and Prosecco frozen cocktails available across the U.S., U.K., and Europe.

Rum cocktails like the Piña Colada and the Mojito continue to top the list of desired cocktails across the globe. Margaritas were also a popular cocktail amongst those surveyed in the U.S. and Germany, while the Gin Fizz is in popular demand in the U.K., taking the #3 spot amongst respondents there.

Spritz cocktails - such as the ST-GERMAIN® Spritz, featuring the elderflower liqueur and MARTINI & ROSSI® Prosecco, or Le Grand Fizz that combines GREY GOOSE® vodka, ST-GERMAIN®, soda water, and lime juice – are reigning supreme on both sides of the pond this summer, as a refreshing and easy-to-make cocktail for 32% of American and 35% of German respondents.

Bacardi is also seeing the 'cocktail in a can' take off as the weather heats up. Popular already for their convenience and portability, close to 30% claimed they plan to purchase ready-to-drink (RTD) cocktails or canned spirit and mixers for their socially distanced summer get-togethers. Portability, ease to keep cold, and convenience were cited as key reasons for stocking up on a pre-made drink. Bacardi has a range of delicious and convenient RTDs that have launched this season, including BOMBAY SAPPHIRE® & TONIC and BACARDÍ® Mojito, which were recently released in Western Europe, and a range of BACARDÍ® RTDs with flavor combos of Lime & Soda, Limon & Lemonade and Rum Punch that came to market earlier this summer in the U.S.

"Cocktails in a can are a hot trend this year, and the current lockdowns appear to have increased their popularity as a safe and portable drink option. In addition, cocktails-to-go have really taken off with bars and consumers embracing the trend at a much faster rate as a viable choice for summer social occasions," says **Brenda Fiala, Global V.P. Strategy Insights and Analytics** for Bacardi. "With people enjoying cocktails in RTD formats, to making cocktails from scratch and adding in customized creative twists, it's interesting



to see how cocktails have evolved to continue to play a role as people look for opportunities to celebrate moments that matter throughout the summer."

The trend for portable drinks that can be enjoyed alfresco has furthered the exciting emergence of 'cocktails-to-go.' Bars and restaurants have been quick to jump on the trend, offering their delicious drinks in takeaway cups for guests to enjoy outdoors or as part of their home delivery offerings, and they are proving popular. Across the board, an increasing number of sun-seeking socialites claim they plan to use a home-delivery or takeaway service from a local pub or bar to provide bar-quality drinks or cocktails at an outdoor gathering.

Ease, convenience, and supporting a local bar were the top reasons cited for opting to order a cocktail-to-go this summer. Respondents in the U.S. seem to be the biggest supporters of their bars, with 30% noting that the reason they're purchasing to-go cocktails is to support their local bartender. This sentiment persisted in Western Europe as well, with over 20% showing similar support.

"It's great to see people supporting their local bars, pubs, and restaurants as lockdown lifts," says **Jacob Briars, Global Advocacy Director** for Bacardi. "We've worked closely with bar owners and bartenders during this challenging time through the Bacardi #RaiseYourSpirits initiative and continue to help them adapt to the 'new normal'. Supporting them to develop delicious cocktails-to-go menus to jump on this hot new trend has been key. It's exciting to see the innovative, fantastic drinks bartenders are creating for people to enjoy as part of their physically-distanced soirées outdoors this summer."

About Bacardi Limited:

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. Founded more than 158 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi Limited 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 us on LinkedIn @Bacardi or Instagram @BacardiLimited1862.

Media inquiries:

Karuna Advani
Global PR and Digital Communications Manager
kadvani@bacardi.com

Jessica Merz
Director Global Corporate Communications
jmerz@bacardi.com