



**CULTURE OF CARE AND CAMARADERIE MAKES BACARDI USA, INC.
GREAT PLACE TO WORK-CERTIFIED™ FOR THIRD YEAR IN A ROW**



Coral Gables, FL, August 17, 2020 – Family-owned Bacardi paves the way for new talent, innovative thinking, and a family culture that has earned the world’s largest privately-held spirits company the well-deserved accolade of Great Place to Work-Certified™ in the United States for the third year in a row. For seven generations, the company has celebrated individuality, encouraged a fearless attitude and entrepreneurial thinking, and, has always mixed the days up with fun.

Employees working for 158-year-old Bacardi take great pride in a long-standing tradition to always do the right thing for people and the community. That commitment stands true in 2020 as the company, and its teams, face new challenges related to the COVID-19 pandemic. Flexibility and empathy have been the mantra to help maintain productivity and engagement high during the past few months. The company was an early adopter of working from home and continues to find ways to stay connected while remote. From increased communications to social moments, including happy hours and tastings, to resources that support mental and physical well-being. This summer, the company took its Summer Fridays, which already included an early start to the weekend, up a notch with the introduction of a “no-meetings policy.”

In support of the local community and its extended family in the industry, Bacardi Limited, the parent company of Bacardi, acted swiftly during the pandemic by [shifting production across markets, including the U.S., to help make hand sanitizers for local frontline workers](#) and by [committing \\$4 million to support the restaurant and bar industry globally](#).

“When a crisis hits, a strong culture will help get you through the toughest times, and it is gratifying to see that, even in the middle of a pandemic, our teams rated this as a Great Place to Work®,” says Pete



Carr, Regional President Bacardi North America. “This recognition is a reflection of efforts made to support our people during this challenging time, to keep them informed as things change, to keep them safe, and to celebrate Bacardi people and brands every day.”

The Great Place to Work® survey results show that 95% of Bacardi employees care about each other, and 95% feel good about how the company contributes to the community. In addition, 98% felt that when you join the company, you are made to feel welcome. While teams work hard to deliver on business priorities, they have fun while doing it, with 97% stating that it is a fun place to work and one in which people celebrate special events.

“We congratulate Bacardi in the USA on their Certification,” said Sarah Lewis-Kulin, Vice President of Best Workplace List Research at Great Place to Work. “Organizations that earn their employees’ trust create great workplace cultures that deliver outstanding business results.”

Read more about what makes Bacardi U.S.A., Inc. Great Place to Work-Certified™:

<https://www.greatplacetowork.com/certified-company/1121647>

About Bacardi USA, Inc.

Bacardi USA, Inc. is the United States import and distribution arm of family-owned Bacardi Limited, the largest privately held spirits company in the world. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDÍ® rum, GREY GOOSE® vodka, PATRÓN® tequila, DEWAR'S® Blended Scotch Whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, MARTINI vermouth and sparkling wines, the world's leading vermouth and the world's favorite Italian sparkling wines, and other leading and emerging brands.

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About Great Place to Work®

Great Place to Work® is the global authority on workplace culture. Since 1992, they have surveyed more than 100 million employees around the world and used those deep insights to define what makes a great workplace: trust. Great Place to Work helps organizations quantify their culture and produce better business results by creating a high-trust work experience for all employees. Emprising®, their culture management platform, empowers leaders with the surveys, real-time reporting, and insights they need to make data-driven people decisions. Their unparalleled benchmark data is used to recognize Great Place to Work-Certified™ companies and the Best Workplaces™ in the US and more than 60 countries, including the 100 Best Companies to Work For® and World's Best list published annually in *Fortune*. Everything they do is driven by the mission to build a better world by helping every organization become a Great Place to Work For All™.

To learn more, visit greatplacetowork.com, listen to the podcast [Better by Great Place to Work](#), and read [“A Great Place to Work for All.”](#) Join the community on [LinkedIn](#), [Twitter](#), and [Instagram](#).

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