



BACARDI UAE RAISES THE BAR AS FIRST SPIRITS COMPANY IN THE MIDDLE EAST TO BE GREAT PLACE TO WORK-CERTIFIED™

Bacardi in the UAE Rated Above 90% on the Dimensions of Credibility, Pride, and Camaraderie by Company Employees



Dubai, UAE, September 21, 2020 - Celebrating moments that matter is what Bacardi Limited, the world's largest privately held spirits company, does best. For the team at Bacardi in the United Arab Emirates (UAE), there's added cause for celebration. It recently became the first spirits company in the Middle East to be certified by Great Place to Work®, the global authority on workplace culture, employee experience, and leadership behaviors. Bacardi ranked amongst the **top 20 in the 'Best Workplaces in the Middle East 2020' list** and was **#6 of the 30 companies chosen as 'Best Workplaces UAE.'** No small feat, this recognition, and high ranking reflect the company's commitment to cultivating a work environment that's nurturing, entrepreneurial, empowering, and infused with fun. The company also focuses on fostering a future-forward mindset that has led to Bacardi gaining the **#16 spot on the 2020 Best Workplaces list for Millennials across the Gulf Cooperation Council (GCC) countries**

In a region where most workplaces tend to have a more traditional outlook, family-owned Bacardi is known for its progressive culture and for encouraging diversity of thought in its people. In the UAE, where the team consists of 49 people with 16 different nationalities, regular cultural celebrations within the company allow the team to build deeper connections and a better understanding of and respect for each other's heritage and viewpoints.

The Great Place to Work® Trust Index © Survey© results show that company employees rated Bacardi in the UAE above 90% on the dimensions of credibility, pride, and camaraderie, based on the organization's high level of communication, display of integrity, and culture of collaboration and hospitality.



"At Bacardi, we encourage growth with a purpose and believe in empowering our people to build their legacy, not just at work but also beyond. We're a culture-first company and being certified as a Great Place to Work truly validates the incredible values we continue to build as an organization," says Vijay Subramaniam, Regional President Bacardi – Asia, Middle East, and Africa. "With such a diverse workforce from different geographies, genders, and generations, our constant endeavor is to instill our cultural pillars of Fearless, Family and Founders in everything we do. It has been immensely gratifying to see the results and know that our people regard Bacardi as a company that genuinely cares for its people."

As the COVID-19 pandemic struck, the company became an early adopter of working from home, continuing to find ways to nurture the connection with its people. In the UAE, the team worked with speed and agility to create additional development-focused seminars, increased communication lines, and provide resources to support its employees' mental and physical well-being. With many offices in the UAE re-opening last month, Bacardi employees were given the flexibility to decide if coming to the office or continuing working from home, based on what was best for them. On-site attendance at the Bacardi office is currently limited and sanitization, social distancing measures, and mandatory mask guidelines have been implemented per government guidelines.

"We congratulate Bacardi in the UAE on becoming the first spirits company in the Middle East to be certified as a great workplace and for excelling in all five dimensions of the Great Place to Work® Model - Credibility, Respect, Fairness, Pride and Camaraderie," said Dr. Michael Burchell, Chief Executive Officer, Great Place to Work Middle East.

Other Bacardi Great Place to Work® Certifications:

[Culture of Care and Camaraderie Makes Bacardi USA, Inc. Great Place to Work-Certified™ for Third Year in a Row](#)

About Bacardi in the UAE

Bacardi in the United Arab Emirates (UAE) serves as the regional hub for the company's Asia, Middle East, and Africa business and is part of family-owned Bacardi Limited. Headquartered in Bermuda, Bacardi Limited is the world's largest privately held spirits company. In Asia, Middle East, and Africa, Bacardi boasts a portfolio of some of the most recognized and top-selling spirits brands in the world, including BACARDÍ® rum, GREY GOOSE® vodka, PATRÓN® tequila, DEWAR'S® Blended Scotch Whisky, BOMBAY SAPPHIRE® gin, MARTINI vermouth, and sparkling wines and other leading and emerging brands. Visit www.bacardilimited.com or follow us on [Twitter](#), [LinkedIn](#), or [Instagram](#).

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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