



## BACARDI SAYS 'HO HO NO' TO PACKAGING WASTE THIS CHRISTMAS WITH CLEVER GIFT PACK REDESIGN FOR ONLINE SHOPPERS

- Bacardi has redesigned its premium gift packs to cut packaging by 25%
- The lighter, reduced-waste GREY GOOSE® and MARTINI® gift packs are available soon across the UK, France, Germany and Italy
  - Online spirits sales have sky-rocketed across the world as a result of lockdown
- Bacardi has the vision to become the most environmentally responsible global spirits company



**Hamilton, Bermuda, October 19, 2020** – Bacardi, the world's largest family-owned spirits company, is cutting cardboard waste this Christmas, by introducing a smart new design for its online gift packs which uses 25% less packaging. Available soon, exclusively from Amazon, the new premium gifting from GREY GOOSE® vodka and MARTINI® Non-Alcoholic aperitivo, can be shipped to online shoppers without any need for additional packaging.

The packs, ideal for those looking for Christmas treats that are kinder to the planet, are made entirely from cardboard certified by the Forest Stewardship Council (FSC) and feature beautiful interior designs, adding to the thrill of opening these special gifts.

Part of an ongoing sustainability commitment to become the most environmentally responsible global spirits company, the move by Bacardi comes in a year when online spirits sales have sky-rocketed. In the UK for example, this market has grown +140% in the last six months<sup>i</sup> and two thirds are expected to purchase their festive gifts online<sup>ii</sup>.

As the first spirits company to introduce these lighter, reduced-waste packs – which are rolling out soon on Amazon across the UK, Germany, France and Italy - Bacardi is taking care to protect the environment at the same time as accelerating its e-commerce business.

**Richard Cullen, Digital Transformation and Innovation Director for Bacardi, Western Europe, Australia and New Zealand**, said: “People are thinking about Christmas earlier than ever this year, and after a challenging time, we’re predicting a big increase in people buying our premium drinks like GREY GOOSE vodka, BOMBAY SAPPHIRE gin, MARTINI non-alcoholic aperitivos and BACARDÍ aged rums, as a treat for others and themselves. Add the fact that online spirits sales and interest in at-home cocktail making have both soared in the last six months, and it’s clear that this will be a gifting season like no other for Bacardi.

“We’re primed and ready for the clicks, working hard with all our e-commerce partners to offer fantastic gifts and seamless buying experiences online. With our GREY GOOSE and MARTINI Amazon gift packs, we are particularly proud to be going the extra mile, offering a greener solution for eco-conscious buyers.”

Online hunters who are looking for premium gifts with greener delivery this year, can select from the [GREY GOOSE original vodka \(70cl\) gift pack](#); a crafted vodka of unparalleled quality made using only the finest French ingredient, accompanied by beautifully branded glass perfect to make the GREY GOOSE Le Grand Fizz cocktail; or [MARTINI Non-Alcoholic Aperitivo Vibrante and Floreale Dual Set](#) (2 x 75cl), a non-alcoholic aperitivo that is a masterful blend of natural botanicals to create a fruity aperitivo that is characteristically MARTINI. Both are available soon on Amazon.co.uk, .fr and .de, while the MARTINI Non-Alcoholic gift pack will be available soon on Amazon.it.

Bacardi is committed to doing the right thing for the environment. Globally the company’s production sites find a second life for more than 99% of all their waste materials and Bacardi has made a pledge to be 100% plastic-free by 2030. Find out more about the company’s sustainability commitments at <https://www.bacardilimited.com/corporate-responsibility/>.

**-ENDS-**

Always drink responsibly  
For the facts: [Drinkaware.co.uk](https://www.drinkaware.co.uk)

#### **Notes to Editors:**

##### **About Bacardi Limited**

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi Limited 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 158 years ago in Santiago de Cuba, family-owned Bacardi Limited currently employs more than 7,000, operates production facilities 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](https://www.bacardilimited.com) or follow us on [Twitter](#), [LinkedIn](#) or [Instagram](#).

##### **About GREY GOOSE Vodka**

Made without compromise, GREY GOOSE® is made with the highest-quality ingredients and has a 100% traceable production process, from crop to cork. Every aspect of the creation of GREY GOOSE® is focused on crafting vodka of unmatched quality. Each bottle of GREY GOOSE® is distilled and bottled in France, with a recipe and process that remains unchanged since inception, using just two ingredients – single origin Picardie

wheat and spring water from our natural limestone well in Gensac-la-Pallue. A one distillation process brings out the true essence of these ingredients.

The expertise of the GREY GOOSE® Cellar Master, François Thibault, ensures an unparalleled smoothness and exceptional taste. The GREY GOOSE® portfolio is comprised of GREY GOOSE® Vodka, GREY GOOSE® La Poire, GREY GOOSE® L'Orange and GREY GOOSE® Le Citron Flavored Vodkas. [www.greygoose.com](http://www.greygoose.com)

The GREY GOOSE® vodka brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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#### **About MARTINI Non-Alcoholic Aperitivo**

MARTINI Non-Alcoholic Aperitivo is a premium range of non-alcoholic aperitivo, made for those times when you are choosing not to drink alcohol but still want to enjoy a sophisticated and refreshing drink. Taking the same quality wines that are used in MARTINI's classic vermouths, the alcohol is gently removed and infused with a selection of sustainably sourced botanicals, made with 100% natural flavour.

Available in two delicious variants, MARTINI Non-Alcoholic Vibrante is a masterful blend of natural botanicals, balanced with Italian Bergamot to create a fruity aperitivo that is characteristically MARTINI. MARTINI Non-Alcoholic Floreale takes inspiration from the delicate sweetness of Roman Chamomile, entwined with botanicals, to create a unique floral tasting experience.

#### **Media enquiries**

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<sup>i</sup> 24 week value performance to September 2020. Kantar.

<sup>ii</sup> 66% will switch to online to buy their festive gifts this year. The research of 1,003 UK respondents aged 18 and over was conducted via Perspectus Global 5-7 October 2020