



BACARDI ACQUIRES PIONEERING PRE-BATCHED COCKTAIL COMPANY

- Premium quality cocktails accessible to all, as TAILS® joins Bacardi group
- Hassle-free, quality cocktail solution available at scale for entire hospitality industry
- As on-trade reopens, TAILS offers access to quality cocktails and valuable new revenue stream

Hamilton, Bermuda, November 19, 2020 – Bacardi Limited, the world’s largest family-owned spirits company, announced today that it has acquired 100% ownership of premium crafted and batched cocktail company TAILS. The announcement follows the successful relationship the two companies have enjoyed since Bacardi acquired a minority stake in TAILS in 2018.

Since it was established in London 10 years ago, TAILS has pioneered a hassle-free approach to serving premium quality cocktails in bars, restaurants and throughout the hospitality and events industry. TAILS cocktails are crafted using the Bacardi portfolio of premium brands and then pre-batched in bottles or on draught so that all bartenders, wherever they may be, can serve great tasting cocktails easily, quickly, consistently and at scale.

“Our mission at TAILS has always been to make high quality cocktails more accessible to people whether they are in their local pub or at a music festival,” says TAILS Founder Nick Wall. “I know that Bacardi believes in this mission as much as I do, and not only that, they make fantastic quality drinks too. It’s why their brands are at the heart of TAILS cocktails and why they are the perfect company to write the next chapter for TAILS.”

“The hospitality industry is facing extraordinary challenges, but make no mistake, our brands are built in bars and the on-trade continues to be a priority for Bacardi,” says Mahesh Madhavan, CEO of Bacardi Limited. “We are offering bars and restaurants all our support to help them climb out of this crisis, including smart solutions to help them drive business and profit. TAILS is a perfect example. TAILS opens up the world of premium cocktails to bars which could never otherwise entertain the idea and at the same time it will open up a new revenue stream when they need it most.”

The TAILS range of classic and contemporary cocktails are all made with Bacardi brands and reflect how the company is constantly adapting its product offering to lead the latest consumer trends. The TAILS range includes the Classic and Berry Mojito, both made with BACARDÍ® rum; the Passion Fruit and Espresso martini cocktails, both made with 42BELOW® vodka; and the Garden Spritz made with BOMBAY® gin.

Since Bacardi acquired its minority stake two years ago, TAILS has expanded from the UK to 10 other markets across Western Europe, with more to follow.

-ENDS-

Always drink responsibly

About Bacardi

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 or follow us on [Twitter](#), [LinkedIn](#) or [Instagram](#) .

About TAILS

TAILS crafts expertly batched cocktails to ensure consistent quality and speed of service throughout the hospitality and events industry. Established in 2010, the TAILS mission is to make premium cocktails more accessible and deliver perfectly served cocktails at scale. Using only the finest ingredients including natural flavors, juices and infusions, TAILS offers a broad range of both contemporary and classic cocktails in both multi-serve 1L bottles and on draught. They include the Classic and Berry Mojito, both made with BACARDÍ® rum; the Passion Fruit and Espresso martini cocktails, both made with 42BELOW® vodka; and the Garden Spritz made with BOMBAY® gin. TAILS cocktails are available in selected bars across 11 markets in Western Europe.

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