



BACARDI NAMED GREAT PLACE TO WORK® IN THE UK

Company culture described as “fun, friendly and fair”



BOMBAY SAPPHIRE® Brand Ambassador, Sam Carter and Master Distiller, Anne Brock, pictured at the BOMBAY SAPPHIRE Distillery in Laverstoke, UK

Hamilton, Bermuda, February 3, 2021 – Family-owned spirits company, Bacardi is raising the bar when it comes to employee happiness, as its team in the UK celebrates achieving the globally-recognized Great Place to Work® certification.

The team of more than 800 who were surveyed by Great Place to Work, encompasses global marketing, digital commerce and travel retail based in London; UK sales & marketing headquartered in Winchester; and the highly-skilled Operations based in and around Glasgow as well as six UK distilleries which, collectively, are responsible for crafting iconic spirits including BOMBAY SAPPHIRE® gin, DEWAR’S® Blended Scotch whisky and a range of single malts including ABERFELDY® and CRAIGELLACHIE®.

Despite the challenges of the past year, Bacardi has been keeping spirits high with a number of internal initiatives designed to keep teams feeling connected, motivated and on-track with their career development goals.

The success of these programs is reflected in the Great Place to Work survey results, which show Bacardi to be a fun, friendly and fair place to work. More than 90% of employees surveyed said they value the “ability we have to be ourselves, support and count on each other”, while 88% said Bacardi is “friendly, fun and welcoming” and that colleagues “care about each other” – a Family mentality which is embedded in the 159-year-old company’s culture.

Meanwhile, nearly 90% said they had “pride in the way Bacardi serves the community” and that they are “proud to tell others I work here.” This has been more apparent than ever over the past year, as the company focused on doing the right thing, launching a [\\$4 million support package for bars and bartenders](#) and acting quickly to help produce 400,000 gallons of hand sanitizer for distribution to healthcare and local emergency workers.

Niall Mitchell, Director UK Operations, Bacardi, comments: “We’re particularly proud of this achievement because as a manufacturing team, we work across multiple sites, performing a really diverse range of roles - from distilling and blending our beautiful gins and whiskies to overseeing bottling lines and managing logistics.

“We’ve had huge challenges to overcome in the last year and have adapted our whole way of working to continue production of our fantastic drinks, while continuing to keep employee safety as our number one priority. Working through that together has undoubtedly made us stronger.”

This week, on February 4, all 7,000 Bacardi employees worldwide will celebrate ‘Founders Day’ together – marking the anniversary of the day back in 1862, when Don Facundo Bacardí Massó first established the company.

“We all feel a huge sense of pride to work for Bacardi and never more so than when we celebrate Founders Day together,” comments Vladimir Kazimirov, Manager Director, Bacardi UK. “The Family, Fearless and Founders mentality instilled in each one of us, stems from those foundations laid down 159 years ago, and results in the distinctive Bacardi culture which this Great Place to Work certification celebrates. The UK team will definitely be raising a cocktail to this brilliant achievement when we get together virtually this week.”

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](#)

[Bacardi Stands Out As Sole Spirits Company in India to Make the Great Mid-Size Workplaces 2020 List](#)

[Bacardi UAE Raises the Bar as First Spirits Company in the Middle East to Be Great Place to Work-Certified™](#)

ENDS

About Bacardi

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 159 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 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 have used those deep insights to define what element makes a great workplace: Trust. Great Place to Work® UK helps organizations quantify their culture and produce better business results by creating a high-trust work experience for all employees. Their unparalleled benchmark data is used to recognize Great Place to Work-Certified™ organizations, as well as the acclaimed [UK’s Best Workplaces™](#), [UK’s Best Workplaces™ for Women](#) and [UK’s Best Workplaces™ in Tech lists](#). Everything they do is driven by the mission to build a better world by helping every organization become a truly great place to work.

Media inquiries:

Andrew Carney, Corporate Communications Director, acarney@bacardi.com

Phillippa Williams, Corporate Communications Manager, pholmes@bacardi.com