



Bacardi Keeps Spirits Up in 2020

Company unveils four focus areas for its “Good Spirited” platform and publishes FY20 Corporate Responsibility Report

Hamilton, Bermuda, February 23, 2021 – Bacardi puts in extra work behind its brands and business to be sustainably successful. The world’s largest privately held spirits company releases its FY20 Corporate Responsibility Report and unveils reinvigorated pillars for its Good Spirited platform, an evolution of ongoing efforts since the company’s inception.

The FY20 report, entitled “Living the Spirit”, highlights progress made from April 1, 2019 – March 31, 2020, and brings to life how Bacardi is doing the right thing for its people, consumers, partners, brands, and the planet. The Good Spirited goals align with the 10 responsible business principles of the [United Nations Global Compact](#) (UNGC), as well as the [United Nations Sustainable Development Goals](#) (SDGs).

The four priorities within the Bacardi Good Spirited platform are:

- **Good Footprint:** *Take bold action to have a positive environmental impact.* Across facilities and brands, Bacardi is committed to reduce impacts on water with innovative technologies and on climate by cutting carbon miles and using green energy. Equally important is to focus on circularity by eliminating single-use plastics and aiming for zero-waste by uncovering a second use for materials so that it doesn’t end up in landfills.
- **Good Futures:** *Empower people in a fair and inclusive workplace and bolster our communities.* From a continuous focus on safety, to sustaining high employee engagement, to advocating for diverse talent, Bacardi takes pride in its positive workplace and people-first culture. It also treats local communities like an extended family through philanthropic contributions and volunteer programs.
- **Good Sources:** *Respect people and planet through responsible sourcing partnerships.* Bacardi likes to be known by the company it keeps. That’s why Bacardi is committed to quality ingredients and materials includes working only with suppliers who share our highest standards of labor and human rights, health and safety, environmental protection, and business integrity.
- **Good Choices:** *Market responsibly to inspire mindful drinking and reduce alcohol-related harm.* This means marketing our brands the right way, encouraging a mindful approach to drinking, and working to eliminate impaired driving and underage drinking through industry partnerships.

“As a family-owned company for seven generations, Bacardi always considers how the work we do today will impact future generations. It’s why we take great pride in caring for the people and places where we live and work, while understanding our role as part of a greater community. From how and where we source ingredients to empowering our people and marketing our brands responsibly, respect and responsibility are at the core of everything we do,” said Mahesh Madhavan, CEO of Bacardi Limited. “Good Spirited is who we are. It’s what we’ve always been, and we’re proud to keep the legacy going.”

To access the FY20 Bacardi Limited Corporate Responsibility Report, visit <https://www.bacardilimited.com/corporate-responsibility/>.

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 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 <http://www.bacardilimited.com> or follow us on [Twitter](#), [LinkedIn](#) or [Instagram](#).