



BACARDI SOUTH AFRICA RAISES THE BAR WITH TOP EMPLOYER® CERTIFICATION

Johannesburg, South Africa, March 1, 2021 /3BL Media/ - The people-first culture at Bacardi in South Africa shines through as the subsidiary of Bacardi Limited, the largest privately held spirits company in the world, received the Top Employer® certification for 2021. Investing in its people and teams has always been at the core of business success at Bacardi, and the team in South Africa are flagbearers of this approach and proponents of the company culture of being fearless, behaving like family, and acting as a founder.

The workplace recognition is presented by Top Employers Institute®, the global authority on recognizing excellence in people practices. The certification cements the commitment that Bacardi has made to creating a work environment that is nurturing, entrepreneurial, empowering, and embedded in fun.

“Our people are our biggest asset, and our family culture reflects this. We are proud to be recognized as a Top Employer in South Africa and look forward to sustaining our talent-focused practices to foster our people-first philosophy,” says Francois Portier, Managing Director for Bacardi in Sub-Saharan Africa. “Our founder’s mentality inspires a progressive, innovation-focused, and curious mindset within the organization that allows us to create a culture of fearlessness that fuels agility and creativity.”

Bacardi has consistently invested in developing the team in South Africa, which is an important market within the company’s commercial focus. The talent enhancement initiatives such as mentoring programs and regular check-in sessions that drive open discussions around performance and growth have been integral to propelling success at a micro-level within the company. These programs help Bacardi build a more personal and relationship-oriented environment, where people feel valued and are supported throughout their career journey. As a result, Bacardi in South Africa has seen its local talent move beyond the country to expand its capabilities to other Bacardi markets.

“Despite the challenging year we have experienced, which has certainly made an impact on organizations around the globe, Bacardi in South Africa has continued to demonstrate the power of putting their people first in the workplace,” says David Plink, CEO of Top Employers Institute. “We are proud to share this year’s announcement and congratulate the organizations that have been certified in their respective countries through the Top Employers Institute program.”

Bacardi has also been recognized for its outstanding workplace experience in other markets, including via 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™](#)

[Bacardi Named Great Place To Work® in the UK](#)

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About Bacardi South Africa

Bacardi South Africa (PTY) LTD is a subsidiary of 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, the world's best-selling and most-awarded rum, as well as the world's most-awarded spirit; GREY GOOSE® vodka, the world's leading super-premium vodka; DEWAR'S® Blended Scotch whisky, the world's most-awarded blended Scotch; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the world's leading vermouth and the world's favorite Italian sparkling wines; CAZADORES® 100% blue agave tequila, one of the most popular premium tequilas in Mexico and the United States; and other leading and emerging brands including WILLIAM LAWSON'S®, the fastest-growing global Scotch whisky brand; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and ST-GERMAIN®, a super-premium elderflower liqueur. Founded 159 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi employs over 6,000 people, manufactures its brands at 27 facilities and sells in more than 150 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

About Top Employers Institute

Top Employers Institute is the global authority on recognising excellence in People Practices. We help accelerate these practices to enrich the world of work. Through the Top Employers Institute Certification Programme, participating companies can be validated, certified and recognised as an employer of choice. Established more than 30 years ago, Top Employers Institute has certified over 1 600 organisations in 119 countries. These certified Top Employers positively impact the lives of over 6.9 million employees globally. Top Employers Institute. For a better world of work.