



## BACARDI SERVES UP *DESIGN MY NIGHT* PARTNERSHIP TO DRIVE FOOTFALL BACK TO BARS

- New 'Guide to Going Out (Again)' hosted on Design My Night matches user's preference – whether for high tempo venues or pubs with large outdoor spaces – to a carefully curated list of the UK's best bars, terraces & cocktail takeaway offerings
- The latest Bacardi #RaiseYourSpirits initiative to help drive revenues for on-trade partners



*Caption: Drawing inspiration from the cool and calm Balinese beach cabanas, one of the venues included is the brand-new Bacardi Coco'huts, available to book at various locations across the UK. Credit: Tristan Poyse.*

**LONDON, UK, 3<sup>rd</sup> June:** Family-owned spirits company, Bacardi has partnered with the UK's leading nightlife comparison site, Design My Night, to launch its all-new '[Guide to Going Out \(Again\)](#)', just in time for the anticipated final lifting of restrictions on 21 June.

Designed to drive exposure, footfall and business for the nation's bars this summer, the guide is the latest #RaiseYourSpirits initiative from the company behind premium drinks including BACARDÍ® rum, GREY GOOSE® vodka, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and PATRÓN® tequila.

Beginning with a short quiz, Design My Night's 500k monthly users can determine their readiness to return to social circles, before being served with a curated list of bars, terraces and cocktail takeaway offerings across the UK which best suit them.

From those who would prefer a freshly made and canned GREY GOOSE takeaway cocktail from London's OXO Tower, to those ready to sip a BACARDÍ rum cocktail in a tropical paradise at Manchester's Smithfield Social, the new guide caters for all comfort levels.



Leila Stansfield, UK On-Trade Director commented: *“It’s an exciting time for the hospitality industry as restrictions continue to lift, but it’s also an incredibly challenging time. There are a number of hurdles to overcome, and ensuring customers feel safe and comfortable returning to the bar, is a really big one. Our ‘Guide to Going Out (Again)’ is designed to help – driving exposure, footfall and revenues for our on-trade partners, while providing people across the UK with incredible options for enjoying a cocktail this summer.”*

In and out of lockdown, Bacardi has been helping its on-trade partners maximise their revenue and is continuing to help them to get back on their feet as doors reopen. Its #RaiseYourSpirits support has included:

- Guidance on how to develop a cocktail delivery service, offering both a one-stop-shop online resource - Bring the Bar Home – and launching the first-ever virtual bar on Deliveroo Editions
- Introduced digital menu creators and QR codes to help bars set up in-app ordering
- Supporting mental wellbeing of on-trade partners with launch of Bacardi Assist - a completely free, 24/7 Employee Assistance Program, so they can speak to a counsellor anonymously on the phone
- Offering pre-paid cocktail vouchers to consumers
- Developing bartender skills and category knowledge either in person, virtually or via new digital technology
- Offering consumer masterclasses and tastings
- ‘Back to the Bar’ initiative to help drive footfall through employees treating friends and family to a cocktail – not when bars are busiest but during the quieter times
- The ‘Work from Bars’ initiative which allowed bars to grow their daytime revenue by being featured on an online map which attracted thousands of views

The Bacardi ‘Guide to Going Out (Again)’ is live on [Design My Night](#) from today, with a growing list of venues as the guide continues to expand over the coming months.

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