



BACARDI AND THIRSTIE PARTNER TO BRING FIRST SPIRITS BRANDED E-GIFT CARDS TO MARKET

Coral Gables, FL, November 23, 2021 | Bacardi, the largest privately held spirits company in the world, has partnered with [Thirstie](#), a leading technology company that connects beverage alcohol brands with consumers, to announce the launch of Bacardi e-gift cards, featuring its portfolio of iconic premium spirit brands. Bacardi is the first company in the United States to give consumers access to branded virtual gift cards for spirits this holiday season through Thirstie's new e-gift card solution.



Both the spirits and e-gift card industries have seen tremendous growth. While the beverage alcohol industry is expected to reach \$735.83 billion in 2025 at a CAGR of 8%, according to ResearchAndMarkets.com, the digital gift card market is predicted to reach \$1101.03 billion globally by 2030, according to Allied Market Research.

“Bacardi has always had a consumer-first mindset as we innovate and push the boundaries within our sector to give people a seamless way to experience our brands and delicious cocktails,” said Alex Tomlin, SVP, Head of Marketing, Bacardi North America. “By offering Bacardi branded e-gift cards in partnership with Thirstie, not only are we meeting the high demand for spirits during the holiday season, but we’re creating an additional channel for the spirits industry to engage and interact with end-consumers in a meaningful way.”

With close to 30% of Americans saying Christmas cocktails are the new Christmas tradition they’ll be embracing this year, according to the Bacardi Holiday Survey 2021, these e-gift cards will make the perfect present for friends and family.

In addition, the Bacardi e-gift cards will help drive consumer adoption to branded digital channels. Similar to brand-owned e-commerce platforms like the innovative Bacardi portfolio app [Mix Lab](#), which enables consumers to create personalized, well-crafted cocktails at home with recipes to new drinks based on the ingredients they have on hand, the e-gift cards, powered by Thirstie, enable Bacardi to create a more enticing and tailored gifting experience.



“Thirstie is excited to bring the first spirits branded e-gift card to the market with our valued partner, Bacardi,” stated Thirstie CEO & Co-Founder, Devaraj Southworth. “As a technology company, we aim to bring new and innovative solutions to beverage alcohol brands so they can further connect with their consumers. The e-gift cards featuring the Mix Lab portfolio and GREY GOOSE will not only enable Bacardi to offer its consumers something that no other spirits company has before, but it gives Bacardi the ability to provide them with a comprehensive digital experience.”

Bacardi e-gift cards will be available for purchase as a portfolio e-card for Mix Lab at <https://bit.ly/mixlabgiftcards>, offering many of Bacardi’s most awarded brands like PATRÓN, BOMBAY SAPPHIRE, ANGEL’S ENVY, BACARDÍ Reserva Ocho, DEWAR’S and more. A GREY GOOSE card is also available, sold digitally at bit.ly/greygoosegiftcards.

E-card redemption for delivery and shipment is available in key markets throughout the U.S., including CA, CT, DC, FL, IL, MN, MO, NJ, NY and WA.

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 nearly 160 years ago in Santiago de Cuba, family-owned Bacardi Limited currently employs more than 7,000, operates production facilities in 10 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 [Instagram](#), [LinkedIn](#) and [Twitter](#).

About Thirstie

Thirstie, a New York based technology company connects brands with consumers. Its offerings include white-label e-commerce, consumer adoption and data intelligence solutions for Beverage Alcohol brands. Founded by Devaraj Southworth and Maxim Razmakhin in 2014, Thirstie helps brands to power consumer interactions in an industry three-tier compliant system. For more information about Thirstie, please visit www.thirstie.com or follow us on LinkedIn @Thirstie or Instagram and Twitter, @AreYouThirstie.

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