



BACARDI OUTLINES HOW IT IS DOING THE RIGHT THING FOR THE PLANET

Bacardi publishes 'The Way We Serve' Corporate Responsibility Report for Fiscal Year 2021 with an in-depth look at initiatives in four priority areas

Hamilton, Bermuda, November 24, 2021—Since it was founded in 1862, family-owned Bacardi has always ensured that while making exceptional spirits, which are enjoyed around the world, it does so responsibly. Today, the world's largest privately held company published its **Fiscal Year 2021 (FY21) Corporate Responsibility Report** outlining its commitments to its employees, customers, suppliers, consumers, and communities. Bacardi invests in Corporate Responsibility (CR) initiatives that set goals for a safer, brighter, and greener future for all. The FY21 report, titled **'The Way We Serve,'** outlines the progress Bacardi is making in four priority areas:

- **Good Futures** focuses on initiatives that create a more inclusive workplace for Bacardi employees and supports the communities in which they are located. Safety is always the number one priority at Bacardi. In FY21, the company achieved a Lost Time Accident (LTA) rate of 0.8, ahead of its target to ensure less than one LTA per million hours worked by 2023. An unwavering dedication to being both a good employer and a good citizen has also led to the company being Great Place to Work Certified™ in six of its key markets in FY21.

Good Choices encompasses responsible marketing initiatives, including the work Bacardi is doing to promote mindful drinking and its efforts to reduce alcohol-related harm. As digital commerce becomes a significant channel for the industry, Bacardi, as part of the International Alliance for Responsible Drinking (IARD), has teamed up with online retailers and delivery platforms across six continents to commit to robust global standards for alcohol sale and delivery online. Bacardi is also creating choices for the growing number of mindful drinkers, with a no-alcohol and low alcohol (NoLo) portfolio that offers both high quality and delicious taste.

- **Good Footprint** focuses on actions to reduce the company's environmental impact. Bacardi invests heavily in doing the right thing for the planet. Its focus on programs to reduce water consumption in its operations delivered a 9.2% reduction in FY21, a significant step towards the 25% cut Bacardi aims to deliver by 2025. It is also on track to eliminate plastic in its point-of-sale materials and secondary packaging by 2023 and be 100% plastic free by 2030.
- **Good Sources** emphasizes responsible sourcing, with Bacardi setting a target of sustainably sourcing 100% of its key raw materials by 2025. Bacardi has made substantial headway with sugarcane for BACARDÍ® rum sourced from Bonsucro-certified suppliers and BOMBAY SAPPHIRE® on track to be the first major gin brand with 100% sustainably sourced botanicals by the end of 2021.

"Bacardi has not been in business for close to 160 years by chance," says Mahesh Madhavan, CEO of Bacardi Limited. "As a family-owned company, we are constantly investing in the future to ensure that we achieve sustainable growth while caring for our consumers, our employees, our business partners, and the communities where we operate. We know that it's only by looking ahead to future generations that we can make the right calls today."

To read more about the Good Spirited initiatives from Bacardi, download the complete FY21 Corporate Responsibility Report, which encompasses April 1, 2020 – March 31, 2021, at <https://www.bacardilimited.com/corporate-responsibility/>.

About Bacardi

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](#).

Media Contact

Andrew Carney, acarney@bacardi.com

Karuna Advani, kadvani@bacardi.com

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