



BACARDI LAUNCHES SHAKE YOUR FUTURE IN BERMUDA

Free Professional Bartender Training Program to Empower Unemployed Young Adults

HAMILTON, Bermuda, February 24, 2023 – Bacardi Limited, the largest privately held spirits company in the world, in partnership with the Bermuda Government’s Department of Workforce Development, is launching Shake Your Future – its free, professional bartender training program for unemployed young adults in Bermuda for the first-time.

As part of the inaugural Shake Your Future Bermuda offering, five individuals will be enrolled in a 10-week training program that includes four weeks of training in London at the European Bartending School, followed by a four-week job placement opportunity with bars and restaurants in Bermuda, along with 2 weeks of personal branding and marketing workshops. Graduates receive an internationally recognized diploma and are empowered to transform their lives and build a brighter future. The program was originally created in 2018 and has launched across the globe including in Italy, France, India, South Africa and other markets, 80% of graduates secured successful careers in the hospitality industry.

“Shake Your Future is a truly transformative programme that changes lives and builds a brighter future for our graduates. We have seen the impact it has had in other countries and are proud to be introducing the program to Bermuda, home of our global headquarters,” says Douglas Mello, Bacardi Limited Managing Director. “We are committed to giving back to our community and continuing to support the needs of bar owners and hospitality partners by introducing new, exciting talent now and for the future.”

According to the most recent statistics published in the 2020 Labour Force Survey Report, the jobless rate for Bermudians was 9.6 per cent, with Black Bermudians being hardest hit by the pandemic-induced recession. Additionally, the 2018 Bermuda Hospitality Needs Assessment Study, carried out by PwC Bermuda for the Bermuda Tourism Authority, indicated that Bermuda’s need for hospitality workers will increase as new hotels open on the Island. These are challenges that family-owned Bacardi has recognized and is committed to working with the Bermuda Government in playing a part to resolve.

“I am excited for the launch of the Bacardi Shake Your Future Program”, said the Minister of Economy and Labour, Jason Hayward, JP, MP. “I am pleased that the Government is partnering with Bacardi, a global leader in the spirits industry, to unleash the potential in a future generation of bartenders. This programme is an excellent opportunity to learn a trade that can place individuals on the path to success. The robust training curriculum will equip individuals with the skillsets required for a rewarding career in bartending and mixology, and I thank Bacardi for spearheading this wonderful initiative.”

Shake Your Future is running in select cities across the globe with an ever-growing number of bar and restaurant partners pledging their support and giving the trainees the all-important experience they need to change their lives.

For more information on how to apply, head to the [Bermuda Job Board](#) and type “Shake Your Future” into the search box.

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 161 years ago in Santiago de Cuba, family-owned Bacardi Limited currently employs more than 8,000 people, 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 <https://www.bacardilimited.com/> or follow us on [LinkedIn](#) or [Instagram](#).