



BACARDI LIMITED ANNOUNCES REGIONAL LEADERSHIP MOVES

Retirement of Francis Debeuckelaere and appointment of Ignacio del Valle to lead Western Europe

Hamilton, Bermuda, March 13, 2022 – Bacardi Limited, the largest privately held spirits company in the world, today announces the retirement of **Francis Debeuckelaere, Regional President Western Europe, Australia and New Zealand (EUROC)**, after nearly 30 years with Bacardi. Francis will retire from his role at the end of the fiscal year on March 31, 2023, and then will move to a consulting capacity to support the transition and provide expertise on company initiatives.

Francis' is a true story of rising the ranks at Bacardi. From his first role in 1994 as a local Marketing Director, to managing the commercial side of market clusters, to ultimately becoming a regional president. Francis' passion has always been about winning and building high performance teams which helped lead the way for solid results in EUROC. Equally as an absolute advocate of the on-trade, Francis also helped develop a global On-Trade Council which delivered incredible success and engagement with key customers and markets across the world.

"It has been an honor to be a part of Bacardi and to build my spirits career here. This company is truly special, and I am glad to leave strong teams and brands behind," says Francis Debeuckelaere. "I am proud of the work we have accomplished together and look forward to seeing Bacardi thrive for generations to come."

"I want to give a heartfelt thank you to Francis for his many years of service. He is a true industry professional and a friend to many of us. His expertise and deep knowledge of the business and markets have played such an invaluable role in building our business and brands," says Mahesh Madhavan, Chief Executive Officer of Bacardi Limited.

Following Francis' retirement, **Ignacio "Nacho" del Valle** will take on the role of **Regional President, Western Europe**. A 25+ year veteran of Bacardi, Nacho has been serving as Regional President of Latin America and Caribbean (LAC) for the last six years, transforming the regional business by delivering growth in key markets and leading the premiumization of several categories. As a sixth generation Bacardí family member, Nacho is a true advocate for preserving the unique company culture and driving high engagement results.

"I look forward to this next chapter in my Bacardi journey and to continue driving brand love for our iconic portfolio," says Ignacio "Nacho" del Valle. "It's a tremendous responsibility and privilege to build upon the Bacardi legacy of generations before us."

Pete Carr, who moves into the [previously announced](#) role of **Global Growth Officer** on April 1, will add leadership of **Latin America and Caribbean (LAC)** to his responsibilities. In addition to the region, Pete will lead global digital commerce, on-trade and route-to-market efforts.

Vijay Subramaniam, Regional President of AMEA and Global Travel Retail (GTR) adds Australia and New Zealand, formerly under the EUROCC region, to his responsibilities.

Media Inquiries:

Jessica Merz, VP Global Corporate Communications, jmerz@bacardi.com

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