



GREY GOOSE® Promotes Aleco Azqueta to Lead Brand Globally

Appointment follows success leading the brand within North America and internal leadership moves

Hamilton, Bermuda, September 23, 2024 — GREY GOOSE announces the promotion of spirits veteran Aleco Azqueta to serve as VP, Global Marketing. With more than 20 years in the industry, half of which at the Bacardi company which owns GREY GOOSE, Aleco most recently led the brand for North America.

Aleco will report to Ned Duggan, Global Chief Marketing Officer, and joins the Global Marketing Leadership Team. He will be based at the global headquarters in Bermuda, pending approval by the Bermuda Immigration Authority.

“Aleco’s consumer-focused mindset drives winning programs that generate buzz and build long-term value,” says Ned Duggan, Chief Marketing Officer for Bacardi, which owns GREY GOOSE vodka. “In the ever-changing marketing landscape, Aleco has jumped at the opportunity to embed the brand in culture, leading with the same bold and innovative spirit that has been core to GREY GOOSE since the brand’s inception over 27 years ago.”

Founded in 1997 by Sidney Frank and cellar master Francois Thibault, GREY GOOSE quickly rose to popularity and has remained a leader in the super-premium vodka category. Made from the best of the natural world, the finest quality soft winter wheat and purest limestone-filtered spring water, Grey Goose provides a naturally tasteful experience that effortlessly elevates any cocktail.

“I am thrilled for the opportunity to help GREY GOOSE reach new heights and strengthen its status as a global icon,” says Aleco. “In this next phase of my tenure, I hope to continue to build the brand through culture, tapping into consumer insights to develop disruptive marketing strategies that further propel GREY GOOSE into the zeitgeist. Just as GREY GOOSE has led the way in setting the standard for taste and quality, we similarly aim to lead as the go-to choice for every stylish and elevated occasion.”

Aleco has an MBA in International Business from the University of Miami, a BA from Georgetown University, and completed the Emilio Bacardi Leadership Program at Harvard Business School.

This appointment follows the move of **Martin de Dreuille**, who previously served as Global VP of GREY GOOSE, to the role of Business Unit Director, France. Both leaders take on their new roles effective October 1.

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About GREY GOOSE® vodka

Made without compromise, GREY GOOSE® is made with the highest-quality ingredients and has a 100% traceable production process, from crop to cork. Every aspect of the creation of GREY GOOSE® is focused on crafting vodka of unmatched quality. Each bottle of GREY GOOSE is distilled and bottled in France, with a

recipe and process that remains unchanged since inception, using just two ingredients – single origin Picardie wheat and spring water from our natural limestone well in Gensac-la-Pallue. A one distillation process brings out the true essence of these ingredients.

The expertise of the GREY GOOSE Cellar Master, François Thibault, ensures unparalleled smoothness and exceptional taste. The GREY GOOSE portfolio is comprised of GREY GOOSE® vodka, GREY GOOSE® Altius, GREY GOOSE® Classic Martini Cocktail, GREY GOOSE® Essences, GREY GOOSE® La Poire, GREY GOOSE® L'Orange, and GREY GOOSE® Le Citron Flavored vodkas. www.greygoose.com

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GREY GOOSE vodka is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.