



BACARDI LIMITED

AT A GLANCE

Our purpose:

MAKE MOMENTS MATTER



THE LARGEST
PRIVATELY HELD INTERNATIONAL
SPIRITS COMPANY IN THE WORLD

A FAMILY OF MORE THAN
200 BRANDS
AND LABELS ENJOYED IN
160+ MARKETS

GLOBAL
HEADQUARTERS
HAMILTON, BERMUDA

MORE THAN
8K 
PASSIONATE
PEOPLE WORLDWIDE

FOUNDED ON FEBRUARY 4TH 1862 IN
SANTIAGO DE CUBA BY DON
FACUNDO BACARDÍ MASSÓ

160+
YEARS

of history



7 GENERATIONS LATER
& STILL **FAMILY OWNED**

OUR
core brands:



World's most
awarded rum



World's #1
ultra-premium
"simply perfect"
tequila



Vodka made
without
compromise



World's leading
premium gin



World's most
awarded
blended Scotch
whisky



World's #1
Italian vermouth
and sparkling
wine

GOOD Spirited

Since our early days, we have been committed to giving back to communities, marketing responsibly, operating sustainably, taking care of our people, **and doing the right thing.**

GOOD Choices

Market responsibly to inspire mindful drinking and reduce alcohol-related harm.

GOOD Footprint

Take bold action to have a positive environmental impact.

GOOD Futures

Empower people in a fair and inclusive workplace and bolster our communities.

GOOD Sources

Respect people and planet through responsible sourcing partnerships.

OUR culture

We share the passion and entrepreneurial flair of our founders and are guided by our culture pillars that inspire us to

BE

Fearless

TREAT EACH OTHER LIKE

Family

ACT LIKE

Founders

OUR Leadership

FACUNDO L. BACARDI
Chairman of the Board of Directors



MAHESH MADHAVAN
Chief Executive Officer

FOR MORE INFORMATION PLEASE VISIT US AT BACARDILIMITED.COM

ENJOY OUR BRANDS RESPONSIBLY. BACARDÍ, THE BAT DEVICE AND ALL OTHER MARKS APPEARING ON THE BACARDI GROUP PRODUCTS SHOWN AND/OR QUOTED IN THIS DOCUMENT ARE TRADEMARKS AND/OR REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED OR OF OTHER SUBSIDIARIES OF BACARDI LIMITED.