



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



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](https://www.bacardilimited.com)**

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