



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.**

People

We care about people and invest in giving back to our communities.

Planet

We prioritize reducing our impact on the environment.

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

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