



BACARDI LIMITED APPOINTS IMG LICENSING TO DRIVE GLOBAL LICENSING EXPANSION

Agreement covers BACARDÍ®, MARTINI® and other brands

Hamilton, Bermuda, May 6, 2026 – Bacardi Limited, the world’s largest privately held international spirits company, has appointed IMG Licensing as its global licensing agent to expand its consumer products and experiences worldwide, with an initial focus on BACARDÍ® rum, MARTINI® vermouth and sparkling wine, and other brands.

Under the multi-year agreement, IMG Licensing will work to expand the company’s brand presence across new categories and markets, through licensing collaborations that reflect those brands’ legacy, style and cultural relevance.

Family-owned Bacardi Limited is renowned for crafting premium spirits with storied brands that continue to shape the spirits industry. BACARDÍ rum is synonymous with cocktail culture and rich Latin heritage, while MARTINI vermouth and sparkling wine authentically brings effortless Italian style to the everyday through a modern take on aperitivo culture. IMG Licensing will develop strategic partnerships that bring these brands to life in other product categories through expanded consumer touchpoints across food, fashion, housewares, travel, and lifestyle products, as well as location-based experiences.

"For decades, our portfolio of iconic brands has captivated audiences and become a beloved part of culture, and by partnering with IMG, we can now unlock their full potential across new consumer product categories as we continue to focus on entertainment and the worlds around it," says Ned Duggan, Chief Marketing Officer for Bacardi.

"The rich heritage of the Bacardi company and its brands, along with global resonance, and a diverse portfolio promise tremendous licensing potential, enabling these brands to extend into new and authentic spaces, while continuing to connect with communities worldwide," says Ricky Yoselevitz, Senior Vice President, IMG Licensing.

IMG Licensing will leverage its extensive experience of building licensing programs for some of the world’s best-known brands across lifestyle, fashion, sport, and entertainment.

To learn more about licensing opportunities, visit:

BACARDÍ rum: <https://imglicensing.com/brands/bacardi/>

MARTINI vermouth and sparkling wine: <https://imglicensing.com/brands/martini/>

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About Bacardi Limited

Bacardi Limited, the world's largest privately held international spirits company, produces, markets, and distributes spirits and wines. The Bacardi Limited portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, PATRÓN® tequila, GREY GOOSE® vodka, 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, D'USSÉ® Cognac, ANGEL'S ENVY® American straight whiskey, and ST-GERMAIN® elderflower liqueur. Founded more than 164 years ago in Santiago de Cuba, family-owned Bacardi Limited currently employs approximately 8,000, operates production facilities in 10 countries and territories, and sells its brands in more than 160 markets. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. Visit <http://www.bacardilimited.com> or follow us on [LinkedIn](#) and [Instagram](#).

About IMG Licensing

IMG Licensing is the global leader in brand licensing, managing licensing programs for the world's best-known brands and trademarks. With over 25 offices worldwide, IMG Licensing provides a unique one-stop-solution for innovative brand growth across a diverse portfolio of clients from business, entertainment, fashion, food, gaming and sports. IMG Licensing is part of WME Group, a global network of businesses that represent the world's leading talent, intellectual property, and brands. For more information, visit imglicensing.com.

Media Contacts

Saachika Jain, IMG Licensing, +44 7568428369
sjain@wmeagency.com

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