



BACARDI LIMITED

BACARDI: 150 YEARS AT-A-GLANCE 1862-2012

Bacardi, celebrating its 150th anniversary of bringing people together, is the largest privately held spirits company in the world and produces and markets a variety of internationally-recognized spirits and wines.

The Bacardi Limited brand portfolio consists of more than 200 brands and labels, including some of the world's favorite and best-known products: BACARDI® rum, the world's favorite, best-selling and most awarded rum; GREY GOOSE® vodka, the world-leader in super premium vodka; DEWAR'S® Scotch whisky, the top-selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the leading name in the Italian winemaking and a purveyor of the highest quality aromatized and sparkling wines; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; CAZADORES® 100% blue agave tequila, the number-one premium tequila in Mexico and a top-selling premium tequila in the United States; and other leading and emerging brands.

Family-owned Bacardi was founded in Santiago de Cuba, on February 4, 1862, and employs nearly 6,000 people and sells in more than 150 countries globally. The Company operates 27 production facilities, including bottling, distilling, and manufacturing facilities, located in 16 locations including Puerto Rico, Scotland, Italy, India, France, Spain, Germany, England and Mexico, among others.

Bacardi Limited is headquartered in Hamilton, Bermuda. The Company opened offices in Bermuda in 1965 and moved into its current Ludwig Mies van der Rohe inspired landmark building in 1972.

Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

For additional information, please visit www.BacardiLimited.com.

The History of Bacardi: At a Glance

- 1862** Bacardi is founded by Don Facundo Bacardí Massó in Santiago de Cuba, when he revolutionizes rum as a spirit and the rum-making process by creating a smooth, bodied spirit – what the world now knows BACARDI rum.
- 1888** BACARDI rum is appointed “Purveyors to the Royal Spanish Household.”
- 1898** In Daiquirí, Cuba, American mining engineer Jennings S. Cox originates the Daiquirí cocktail with BACARDI rum.
- 1900** The world's first Cuba Libre is created when BACARDI rum and Coca-Cola® are mixed with lime to celebrate the end of the Spanish-American War in Cuba.
- 1910** Bacardi becomes Cuba's first multi-national company by opening operations in Spain. BACARDI rum is bottled outside Cuba for the first time in Barcelona, Spain.
- 1919** Prohibition becomes law in the United States and Americans flock to Cuba to drink and enjoy BACARDI rum.
- 1930** The iconic Edificio Bacardi opens in Havana and celebrities frequent its art deco bar.
- 1930s** Bacardi establishes facilities in Mexico and Puerto Rico — to date the two of the largest production facilities within Bacardi with the facility at Cataño, Puerto, being the largest premium rum distillery in the world.
- 1936** In a landmark consumer rights court case, the New York Supreme Court declares: “A BACARDI cocktail must be made with BACARDI rum.”
- 1944** Bacardi establishes an imports company in New York City to supply the United States market.

- 1958** Puerto Rico's governor christens the new Bacardi distillery as the "Cathedral of Rum."
- 1960** Bacardi operations in Cuba are illegally confiscated without compensation by the Cuban government. Bacardi continues its operations from four other countries: United States, Mexico, Puerto Rico, and The Bahamas.
- 1961** Bacardi starts production in a new facility in Brazil.
- 1965** Bacardi opens a distillery in Nassau, The Bahamas.
- 1965** Bacardi International Limited relocates from the Bahamas to Bermuda.
- 1972** Bacardi International Limited inaugurates building.
- 1978** BACARDI rum becomes the number one premium distilled spirits brand in the United States with more than 7 million 9-liter cases sold.
- 1979** BACARDI rum recognizes worldwide sales close to 16 million 9-liter cases making it the world's number one selling premium spirit brand.
- 1983** BACARDI celebrates the production of its 200 millionth 9-liter case of rum since being exiled from Cuba in 1960.
- 1989** Bacardi launches BACARDI BREEZER in the United States.
- 1992** Bacardi Limited is formed, unifying five separate strategic operating units of the Company (Bacardi International Limited – Bermuda; Bacardi & Company Limited – Bahamas; Bacardi Corporation – Puerto Rico; Bacardi Imports, Inc. – United States; and Bacardi y Compañía S.A. de C.V. – Mexico).
- 1993** Bacardi finalizes the acquisition of General Beverage, owner of the MARTINI & ROSSI Group. With this acquisition, Bacardi doubles in size and becomes one of the top five largest premium spirits companies in the world.
- 1995** Bacardi launches BACARDI LIMÓN in the United States. The following year the launch is proclaimed by the industry as: "The most successful new spirit launch of all time."
- 1998** Bacardi acquires DEWAR'S Scotch whisky and the BOMBAY and BOMBAY SAPPHIRE gin brands. Bacardi becomes one of the top four spirits companies in the world.
- 2002** Bacardi forms an alliance with Anheuser-Busch to develop, market, and distribute BACARDI Silver, a clear malt beverage in the United States.
- 2002** Bacardi acquires CAZADORES 100% blue agave tequila, a top-selling premium tequila.
- 2002** Bacardi opens a facility in China.
- 2003** Bacardi opens the Casa BACARDI Visitor Center at the Bacardi distillery at Cataño, Puerto Rico — a multimillion dollar, state-of-the-art tourist experience celebrating the history and unique qualities of BACARDI.
- 2004** Bacardi purchases GREY GOOSE vodka, the world's number one super premium vodka.
- 2005** Bacardi Limited announces Andreas Gembler, an outside director on the board of directors, as its president and chief executive officer.
- 2005** Facundo L. Bacardi, great-great grandson of the Company founder, becomes chairman of the board of directors of Bacardi Limited.
- 2007** Bacardi purchases a stake in LEBLON Cachaça, an ultra-premium luxury spirit from Brazil and the most award-winning cachaça on the market.
- 2008** Michael Schumacher, seven-time Formula One racing champion, becomes the first-ever Bacardi Limited Social Responsibility Ambassador, when the Company launches its social responsibility campaign "Champions Drink Responsibly."
- 2008** Bacardi announces an agreement to purchase a significant stake in the parent company of Patrón® tequila.
- 2008** Bacardi Limited announces Séamus McBride as its president and chief executive officer.
- 2009** Bacardi Limited achieves "Triple Crown" certification and leads the industry as the only major spirits company in the world to have all its facilities globally certified to be operating in accordance with the world's most recognized standards for quality, environment, and health and safety – ISO 9001, ISO 14001 and OHSAS 18001 – putting the company among an elite group of the world's best-run companies.

- 2010** Bacardi Corporation, part of the Bacardi Limited group of companies, and home to the largest premium rum distillery in the world, unveils the largest wind turbine installation in Puerto Rico designed to harness natural wind energy to help power Bacardi's top global distillery near San Juan.
- 2010** BACARDI rum is awarded the International High Quality Trophy for BACARDI Gold, BACARDI 8, and BACARDI Reserva Limitada by the prestigious Monde Selection® International Institute for Quality Selections. BACARDI rums top 400 awards – the world's most awarded rum.
- 2011** Rafael Nadal, ATP world ranked #1 and winner of nine Grand Slam championships, becomes the new Bacardi Limited Social Responsibility Ambassador and face of the award-winning "Champions Drink Responsibly" international campaign.
- 2011** The Original BACARDI Cuba Libre celebrates its 111th anniversary. The Cuba Libre, a BACARDI & Cola, is the number one cocktail in the world with more than 6 million ordered every day around the world.
- 2011** BACARDI OakHeart, a spiced rum specialty, launches.
- 2012** On February 4, the Company and BACARDI rum celebrates their 150th anniversary – an extraordinary milestone few companies reach.
- 2012** Bacardi Limited announces Edward Shirley as its president and chief executive officer.

Bacardi: Key Facts & Figures

- The Original BACARDI Cuba Libre, a BACARDI & Cola, is the number one cocktail in the world with more than 6 million ordered every day around the world.
- The Original BACARDI Cuba Libre was created to celebrate the end of the Spanish American War, when American soldiers fighting for Cuba's freedom asked for their Coca-Cola® to be mixed with BACARDI rum. They toasted to a free Cuba, naming it the "Cuba Libre." In 2012, the Original BACARDI Cuba Libre celebrates its 112th anniversary.
- The original Daiquiri was created with BACARDI rum. It was created by an American working at the Daiquiri mines in Cuba who wanted a refreshing cocktail made with the fresh limes that grew there.
- Mojitos have their roots traced back for centuries in Cuba. The Mojito rose in popularity in Cuba with the creation of BACARDI rum and the rum specified in the first recorded Mojito recipe is BACARDI.
- The core products in the Bacardi Limited portfolio are all icons in their category classes:
 - BACARDI rum is the world's favorite rum, as well as the world's most awarded rum and the top-selling rum in the world.
 - In 2010, BACARDI rum is awarded the International High Quality Trophy for BACARDI Gold, BACARDI 8, and BACARDI Reserva Limitada by the prestigious Monde Selection® International Institute for Quality Selections.
 - In 2011, BACARDI rum tops more than 400 global awards.
 - MARTINI vermouth is the world's favorite vermouth.
 - GREY GOOSE vodka is the world's top-selling super premium vodka.
 - DEWAR'S Scotch whisky is the favorite blended Scotch in the United States.
 - BOMBAY SAPPHIRE gin is the top-valued and fastest-growing premium gin in the world.
 - CAZADORES blue agave tequila is the number-one premium tequila in Mexico and a top-selling premium tequila in the United States.
 - ERISTOFF vodka is one of the fastest-growing vodka brands in the world.
 - The Bacardi Limited portfolio includes a full range of products such as rum, vermouth, scotch, cognac, brandy, vodka, gin, liquors, tequila, port, wines, malt beverages and beer.
- Bacardi Limited has been owned by seven generations of Bacardi family members — descendants of the Company founder Don Facundo Bacardí Massó.

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