



## **BOMBAY SAPPHIRE® - WORLD'S TOP VALUED PREMIUM GIN FOR THE THIRD YEAR RUNNING**

*Bombay Sapphire maintains number one position due to strong consumer demand and global consistency*

**Hamilton, Bermuda, 12 December 2011** -- *Bombay Sapphire* gin, the fastest growing of the major premium gin brands, is the world's number one premium gin by value for a third consecutive year. *Bombay Sapphire* is seeing year-on-year growth of its share by value within the premium gin category with a notable increase of 1.5 share points to 38 percent, as reported by IWSR (International Wine and Spirit Research), for the 12 months to the end of December 2010.

While the overall gin market has remained flat in recent years, the popularity of *Bombay Sapphire* continues to grow, nearly tripling in size since it was acquired by family-owned Bacardi Limited, the largest privately held spirits company in the world. According to IWSR, the continued growth in value has improved over the past three years, having seen an annual compound growth rate of 5.2 per cent, which firmly cements the popularity of the *Bombay Sapphire* brand in an ever competitive marketplace.

"We are delighted to see *Bombay Sapphire* perform so consistently year-on-year. It is truly a feat to receive this accolade three years running. As we continue to drive volume and value growth, it motivates us to create highly engaging brand campaigns to drive consumer awareness of *Bombay Sapphire*," said John Burke, Global Gin Category Director for Bacardi. "With this year's launch of the Infused with Imagination™ brand idea, we're confident that we will carry on building *Bombay Sapphire* into one of the most successful spirit brands in the world."

*Bombay Sapphire* this year unveiled its multi-million dollar global marketing campaign, *Infused with Imagination*, which was born out of the rich heritage and story of the product itself. Infusion is linked to the innovative production process of Vapour Infusion used in the making of the gin, and imagination relates to the brand's story, from the launch of the pioneering blue bottle to the botanicals that give *Bombay Sapphire* its unique, balanced and uplifting taste. The worldwide campaign launch saw *Infused with Imagination* activated across the 120 markets where *Bombay Sapphire* is sold.

Since its creation, *Bombay Sapphire* has taken an imaginative approach to gin making — one of the secrets to its success. It is based on a 1761 recipe created by pioneering English distiller Thomas Dakin. Dakin's recipe and sophisticated distilling methods signalled a new era of quality for gin. In fact, *Bombay Sapphire* continues to be made using a Carterhead still purchased by the Dakin family in 1831, the perfect vessel to create an artisanal product.

*Bombay Sapphire* was also the first premium gin to showcase the importance of botanicals, which are hand-selected from exotic locations around the world. These botanicals, along with the brand's signature Vapour Infusion process, create the tantalising, smooth and complex taste that is *Bombay Sapphire*.

"*Bombay Sapphire* continues to intrigue consumers with its imaginative take on gin making, setting itself apart from other brands," added John Burke. "As *Bombay Sapphire* enters into the second year of *Infused with Imagination*, we look forward to launching innovative brand experiences to engage consumers in 2012. However, it is still the spirit's distinctive taste and incomparable quality resulting from an authentic distillation process that successfully keeps consumers coming back."

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## **Notes to editors**

### **About *Bombay Sapphire***

*Bombay Sapphire* is the world's fastest growing premium gin and number one premium gin by value. Based on a secret 1761 recipe, *Bombay Sapphire* gin is created by perfectly balancing a unique combination of 10 hand-selected exotic botanicals from around the world. The natural flavours of the botanicals are captured through a delicate distillation process called Vapour Infusion which results in the tantalising, smooth and complex taste that is *Bombay Sapphire*.

Enjoy *Bombay Sapphire* responsibly. *Bombay Sapphire*, the *Bombay Sapphire* bottle design and device are trademarks and/or registered trademarks.

### ***Bombay Sapphire – Infused with imagination***

*Bombay Sapphire* aims to inspire people into expanding their minds, thinking differently to reveal more about themselves and their Imaginations. The team at *Bombay Sapphire* believes everyone has imagination and therefore aims to give everyone the opportunity to be inspired, and to infuse their imagination with *Bombay Sapphire*.

[www.bombaysapphire.com](http://www.bombaysapphire.com)

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### **About Bacardi Limited**

Bacardi Limited is the largest privately held spirits company in the world and produces and markets a variety of internationally-recognised 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 favourite and best-selling rum as well as the world's 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, the world-leader in vermouth; CAZADORES® blue agave tequila, the top selling premium tequila in the world; and other leading 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 100 markets globally. The Company will celebrate its 150<sup>th</sup> anniversary in 2012. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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