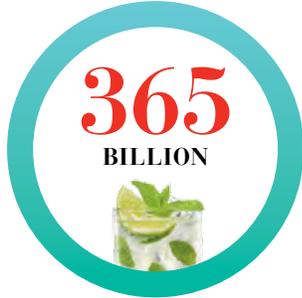
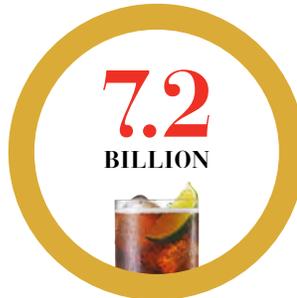


150 YEARS of BACARDI RUM FACTS



Cocktails with BACARDI rum enjoyed since its creation in 1862.



Cocktails with BACARDI rum enjoyed each year.

IF WE PLACED ALL 7.2 BILLION cocktail glasses in a single row, it would circle the world nearly 9 times.



ONE & ONLY BACARDI rum includes a surprising ingredient – a unique yeast strain. This same strain of yeast, cultivated 150 years ago, is still used today and gives BACARDI its unique flavor. By following the same steps used by founder Don Facundo Bacardí Massó, BACARDI maintains its unique flavor – no matter where in the world you drink it.

+400 AWARDS BACARDI rum has won more than 400 awards, making it the **WORLD'S MOST AWARDED RUM.**

80 BILLION

Since its creation in 1900, there have been more than 80 billion Original BACARDI Cuba Libre cocktails served worldwide.



70
CUBA LIBRES / SECOND

More than 6 million Original BACARDI Cuba Libre cocktails are enjoyed every day around the world – that's almost 70 cocktails per second, and more than 180 million a month.

+150
COUNTRIES

BACARDI rum is enjoyed in more than 150 countries around the world.

228
COCKTAILS / SECOND

Every second, 228 BACARDI cocktails are enjoyed somewhere in the world.



\$2,000.00
USD

The most expensive BACARDI rum ever made is a **LIMITED EDITION** blend called **RON BACARDI, DE MAESTROS DE RON, VINTAGE: MMXII**. This rum retails for \$2,000 and was crafted by eight family blenders to celebrate the 150 years of BACARDI.



BACARDI rums are mellowed in charred American oak barrels.

If we vertically stacked all of the barrels, the height would equal more than 676 Empire State Building structures.

