



ADVANCEMENTS BY JOHN DEWAR & SONS REFLECT SOUND ENVIRONMENTAL PRACTICES

DEWAR'S® Blended Scotch whisky was sustainable before sustainability was cool

Hamilton, Bermuda, June 23, 2015 – A stunning Scottish landscape, hard work and steady environmental innovation encompass the sustainable success of John Dewar & Sons Ltd., one of the most respected names in the world of Scotch whisky and part of the Bacardi group of companies. Premium DEWAR'S® Blended Scotch whisky – affectionately known as True Scotch – was sustainable before sustainability was considered cool.

“Our distilleries were set in areas of tremendous natural beauty and environmentally sensitive areas before the word sustainable was being used,” says Stephanie Macleod, DEWAR'S Master Blender, referring to the establishment of DEWAR'S in 1846.

“Whether we are using barley or water in the making of our whiskies, the natural environment is crucial to us,” says Iain Lochhead, Operations Director for John Dewar & Sons Ltd. “Our goal is to leave our surroundings in same condition we find them.”

John Dewar & Sons is an industry leader, advancing more than half-a-century's worth of spirited, sustainability practices. Across its distillation and production facilities there are: robust recycling efforts, state-of-the-art blending centers, sophisticated water filtration, fuel-efficient transportation and landscaping that enhance the natural habitat.

DEWAR'S® WHITE LABEL® bottles now are lighter weight – by 25 grams per bottle – and easier to ship. A new biomass boiler at the Aberfeldy Distillery delivers a phenomenal 90 percent reduction in the brand's carbon footprint at that site. That brings the total drop in greenhouse gas emissions at all five John Dewar & Sons distilleries in Scotland from 20 to 34 percent in just the past eight years. And, whisky by-products from the John Dewar & Sons distilleries generate energy for local residents and provide feed for livestock through an industry consortium facility that produces energy called Combination of Rothes Distillers (CoRDe). These achievements bring credibility and recognition to the world's most awarded blended Scotch whisky.

“We are still one of a very few companies in the distilling industry accredited by the Carbon Trust Standard,” adds Lochhead. “We are not just patting ourselves on the back; rather we are proud to have approval from a widely respected external body.” The Carbon Trust Standard rating reflects the move to a sustainable, low carbon economy and recognizes companies for efficient energy use, greenhouse gas emissions, water and waste management.

“Scotland is a small country of just five million people – and Scotch whisky is at the heart of our economy,” explains David Williamson, Public Affairs & Communications Director for the Scotch Whisky Association (SWA). “The industry supports 35,000 jobs. We want to take this industry forward, invest and grow – while ensuring we protect that natural, pristine environment to support Scotch whisky for many years to come.”

These sustainability innovations are part of a broad scope of sustainability initiatives for John Dewar & Sons, producers of DEWAR'S Blended Scotch whisky, WILLIAM LAWSON'S® Blended Scotch whisky and the single malt brands of ABERFELDY®, AULTMORE®, CRAIGELLACHIE®, THE DEVERON® and ROYAL BRACKLA®.

As part of the Bacardi group of companies, John Dewar & Sons honors the spirit of sustainability with these benchmarks at its five malt distilleries:

- 34 percent reduction in greenhouse gas emissions since 2006

- 46 percent reduction in water use since 2009
- 30 percent reduction of waste to landfill since 2010

Since 2006, when Bacardi began tracking its global impact on the environment, it has reduced nonrenewable energy use by nearly 28 percent and decreased its greenhouse gas emissions from production by more than 28 percent. Building on current programs and efficiencies that reduce its environmental impacts, the Bacardi Limited “Good Spirited” sustainability program sets specific goals in three areas to help reach its vision of a net zero impact:

1. **Responsible Sourcing:** Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials while maintaining or enhancing the economic status of growers and suppliers. By 2017, the goal is to obtain 40 percent of the sugarcane-derived products used to make its rum from certified, sustainable sources – and 100 percent by 2022. This pledge from Bacardi is an industry first.
2. **Global Packaging:** Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials. By 2017, Bacardi plans to reduce the weight of its packaging by 10 percent and achieve 15 percent by 2022.
3. **Operational Efficiencies:** Bacardi continues to focus on reducing water use and greenhouse gas (GHG) emissions with a 2017 goal to cut water use by 55 percent and GHG emissions by 50 percent. In addition, Bacardi aims to eliminate landfill waste at all of its production sites by 2022.

To learn more about Bacardi Limited and its “Good Spirited: Building a Sustainable Future” environmental initiative for sourcing, packaging and operational efficiencies across the entire Bacardi family of premium spirits and wine brands, visit <http://www.bacardilimited.com/good-spirited>.

About John Dewar & Sons Ltd.

John Dewar & Sons Ltd. employs 300 people at seven locations throughout Scotland. The Company currently operates whisky distilleries in Aberfeldy, Macduff, Aultmore, Craigellachie and Nairn with ageing, blending, bottling and packaging facilities in Glasgow and additional maturation facilities in Poniel in Central Scotland.

DEWAR’S Blended Scotch whisky, the world’s most-awarded blended Scotch; WILLIAM LAWSON’S® Blended Scotch whisky, the world’s second fastest growing Scotch; and the single malt brands of ABERFELDY®, AULTMORE®, CRAIGELLACHIE®, THE DEVERON® and ROYAL BRACKLA® are part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, 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® Blended Scotch whisky, ERISTOFF® vodka, and ST-GERMAIN® elderflower liqueur. Founded 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. www.BacardiLimited.com

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