



BACARDÍ

BACARDÍ® AND MAJOR LAZER LAUNCH INNOVATIVE “SOUND OF RUM” CONCEPT

Major Lazer’s first global brand collaboration features new, experiential programming that connects the Caribbean roots of BACARDÍ rum to music of today

Hamilton, Bermuda, January 11, 2017 – Today, global tastemakers and music trio Major Lazer and Bacardi officially announce a one-year collaboration to launch “The Sound of Rum,” a collective, creative partnership – the group’s first-ever global brand partnership of its kind – that’s more than traditional sonic branding. Elements throughout 2017 will include multimedia events and experiences, unique music offerings and the development of a batch of limited-edition BACARDÍ rum.

As part of the brand’s music strategy, Bacardi worked with the group to ignite “The Sound of Rum” concept: a conversational movement of sound that blurs lines between reggae, dancehall, soca, hip-hop and electronic music to bring fans of different genres together. With its roots set in Cuba, BACARDÍ is championing this global sound that pays homage to a distinct island vibe with a modern kick – perfectly in line with the spirit and Caribbean origins of Major Lazer.

“This year for us is all about getting creative,” said DJ and producer Diplo. “We’re down with working with people who want to accelerate what we want to do musically, invest in our ideas, and create cultural moments and memories. BACARDÍ rum has been in the studios with us for ages and is part of the island vibe that inspires our sound, so the partnership comes from a deeper, more meaningful place.”

DJ and producer, Walshy Fire expanded, “The way Bacardi celebrates music and culture matches how we celebrate music and culture. They totally feel us when we say we want to make the world smaller by making the party bigger.”

Major Lazer’s forthcoming single “Run Up”, encapsulates the Sound of Rum and is slated to drop in early 2017, to be followed by a series of unique music experiences throughout the year (dates to be announced). The crew are also working on a short documentary which follows both back to their island roots surrounding the creation of a limited-edition rum, overseen by DJ and producer Jillionaire, in a special role of Ambassador of Rum at BACARDÍ, that taps into his extensive rum background having grown up in and around the service industry in Trinidad.

“We are most inspired by people that are doing fun and interesting things in music, arts and culture, and Bacardi shares those similar attributes,” explained Jillionaire. “The Sound of Rum is more than music – it’s a cultural movement and a way of life that is true to us all.”

Bacardi has a deep heritage in music and the arts. From hosting parties during the prohibition era in Cuba to the modern-day “No Commission” events where artists take home 100% of the profits from the sale of their work, the iconic rum brand continues to evolve its unique approach to partnerships.

“We are always exploring new models, but with all collaborations we look for partners who come from similar roots and have similar ambitions,” explained Zara Mirza, Head of Creative Excellence for Bacardi. “Perhaps more importantly, Major Lazer saw that we are approaching things differently – searching for creative accomplices – that in this case has resulted in ‘The Sound of Rum’. I think this could be the future of music partnerships.”

About BACARDÍ Rum - The World's Most Awarded Rum

In 1862, in the city of Santiago de Cuba, founder Don Facundo Bacardí Massó revolutionized the spirits industry when he created a light-bodied rum with a particularly smooth taste - BACARDÍ. The unique taste of BACARDÍ rum inspired cocktail pioneers to invent some of the world's most famous recipes including the BACARDÍ Mojito, the BACARDÍ Daiquirí, the BACARDÍ Cuba Libre, the BACARDÍ Piña Colada and the BACARDÍ Presidente. BACARDÍ rum is the world's most awarded spirit, with more than 674 awards for quality, taste and innovation. Today, BACARDÍ rum is made mainly in Puerto Rico where it is crafted to ensure the taste remains the same today as it did when it was first blended in 1862. <http://www.bacardi.com>

The BACARDÍ® brand is 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 Major Lazer

Major Lazer is an American electronic music trio composed of Diplo, Jillionaire, and Walshy Fire. Founded in 2011, the group's music spans numerous genres, mixing reggae with dancehall, reggaetón, house and moombahton.

The group has released three full-length albums, "Guns Don't Kill People... Lazers Do" in 2009, "Free the Universe" in 2013, and "Peace is the Mission" in 2015, and has been nominated for and won multiple global music honors across multiple categories, including Billboard and American Music Awards. Their global smash hit, "Lean On," is the most successful independent song of all time at pop radio and was the most-streamed song of 2015.

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