



**BACARDI CONTRIBUTES UP TO \$100,000 TO SUPPORT COMMUNITIES
AFFECTED BY HURRICANE HARVEY**

- \$50,000 Donated to Southern Glazer's Fund -

Coral Gables, Florida, August 31, 2017 -- In the wake of Hurricane Harvey's impact and devastation in parts of Texas, Bacardi U.S.A, Inc. announced today its contribution of up to \$100,000 to support its business partners and others affected by the storm.

In an effort to provide immediate assistance to Bacardi USA business partners and their families at Southern Glazer's Wine & Spirits, Bacardi USA will immediately donate \$50,000 to the Southern Glazer's Fund, a relief fund for employees in the Texas-area.

"While we do not have offices directly impacted by the aftermath of Hurricane Harvey, we do have 300 people in our extended family within Southern Glazer's Wine & Spirits who are directly affected," says Pete Carr, Regional President for Bacardi in North America.

Bacardi USA has donated \$50,000 to the Southern Glazer's fund with a commitment to match up to an additional \$50,000 of Bacardi employees' contributions to the [Southern Glazer's fund](#), the [American Red Cross](#), the [Houston Food Bank/Feeding Texas](#), the [Houston Humane Society](#) or the [Salvation Army](#).

Southern Glazer's Wine & Spirits is the distributor for the Bacardi portfolio in more than 40 markets across the United States.

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import and distribution arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch Whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, MARTINI & ROSSI® sparkling wine, and other leading and emerging brands. For additional information, visit www.bacardi.usa.com.

Media Contact

Amy Federman, +1.786.264.8317, afederman@bacardi.com