



BACARDI ANNOUNCES NEW DISTRIBUTION AGREEMENTS IN UNITED STATES

New distribution with Southern Glazer's Wine & Spirits and Reyes Beverage Group effective 2027

Coral Gables, FL, USA, October 28, 2026 – Bacardi today announced new U.S. distributor agreements with Southern Glazer's Wine & Spirits and Reyes Beverage Group, effective January 1, 2027. Following a comprehensive review, the new distribution mix is designed to further build on strong partnerships, drive execution and support long-term growth ambitions. Teams will work closely together in the coming months to deliver a smooth transition and maintain the high standards customers and consumers expect from Bacardi.

Starting January 1, Reyes Beverage Group takes on responsibility for the Bacardi portfolio, for the first time, in an agreement that covers Arizona, California, Colorado, District of Columbia, Florida, Hawaii, Louisiana, Maryland, Oklahoma, South Carolina and Texas. Southern Glazer's Wine & Spirits will continue to serve as distributor or broker of the Bacardi portfolio in 36 states including Illinois, Michigan, New York, Ohio, Pennsylvania, and Virginia.

"Growth is never achieved alone, and success depends on the strength of the partnerships behind it. We are excited to share the next chapter with strong partners who, like Bacardi, are family owned and who build their businesses with a long-term view," says **Tony Latham**, Regional President for Bacardi North America. "Southern Glazer's Wine & Spirits is a trusted and valued partner and their contribution to our momentum cannot be overstated. We're pleased to continue our relationship with them. Meanwhile, the addition of Reyes Beverage Group to our distributor network represents an important milestone towards creating new opportunities in the years ahead."

"We are proud of our longstanding relationship with Bacardi and all that our companies have accomplished together over the last decade," says **Wayne E. Chaplin**, President & CEO, Southern Glazer's Wine & Spirits. "We look forward to building on that success across the 36 markets Southern Glazer's will continue to serve as the largest distributor for Bacardi by volume in the U.S., bringing our market expertise, strong customer relationships, and exceptional execution to drive growth for their iconic brands."

"We are honored Bacardi USA has selected Reyes Beverage Group as its strategic partner across these 11 key markets," says **Tom Day**, Chief Executive Officer of Reyes Beverage Group. "This opportunity reflects the confidence our partners have in our people, our capabilities and our commitment to elite execution. Following a transformational year for our business, we are grateful for the trust Bacardi has placed in us and excited to begin this next chapter together. With the deep local market expertise and proven ability to execute at scale, we are ready to drive growth and create long-term value for Bacardi, our customers and the communities we serve."

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import and distribution arm of family-owned Bacardi Limited, the largest privately held spirits company in the world. The company boasts a portfolio of some of the

most recognized and top-selling spirits brands in the United States including BACARDÍ® rum, PATRÓN® tequila, GREY GOOSE® vodka, DEWAR'S® Blended Scotch Whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, ANGEL'S ENVY® American straight whisky, and ST-GERMAIN® elderflower liqueur. Visit <http://www.bacardilimited.com> or follow us on [LinkedIn](#) or [Instagram](#).

About Southern Glazer's Wine & Spirits

Southern Glazer's Wine & Spirits is the preeminent total beverage distributor, building brands for moments that matter. Southern Glazer's will adopt the Southern Glazer's Beverage Company name companywide in 2027. The multi-generational, family-owned Company has operations in 47 U.S. markets and Canada, as well as brokerage operations through its Southern Glazer's Travel Retail Sales & Export Division in the Caribbean, Central and South America. In 2026, Southern Glazer's was recognized by Newsweek as one of America's Greatest Workplaces for Culture, Belonging & Community. In 2025, Southern Glazer's was recognized by Newsweek as one of America's Greatest Workplaces for Diversity and America's Greatest Workplaces for Women. Southern Glazer's urges all retail customers and adult consumers to market, sell, serve, and enjoy its products responsibly. For more information visit www.southernglazers.com. Follow us on Facebook, X and Instagram @sgwinespirits.

About Reyes Beverage Group

Reyes Beverage Group (RBG) is dedicated to being the best distributor in the industry with distributorships in California, Florida, Hawaii, Illinois, Indiana, Maryland, Michigan, South Carolina, Tennessee, Texas, Virginia and Washington, D.C. RBG is committed to protecting the quality of its brewing and distilling suppliers' brands through the utilization of superior routing and world-class warehouse and cold storage facilities, while also using its highly trained sales team to grow those brands and best serve the retail customers of Allied Beverages, Capital Reyes Distributing, Chesbay Distributing, Chicago Beverage Systems, Crest Beverage, DET Beverages, Florida Distributing Company, Gate City Beverage, Gold Coast Beverage, Golden Brands, Greenco Distributing, Harbor Distributing, High Desert Distributing, Island Distributing, Lee Distributors, Monarch Distributing, Premium Distributors of Maryland, Premium Distributors of Michigan, Premium Distributors of Virginia and Premium Distributors of Washington, D.C. Across 54 facilities, our team of over 9,300 people delivers over 320 million cases annually to over 115,000 retail accounts across the nation. For more information on the company, its portfolio of world-class beer and spirits brands and career opportunities, explore the company's website at www.reyesbeveragegroup.com.

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