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BACARDI® Flavours in Travel Retail

Each BACARDI Flavour provides a uniquely delectable taste. BACARDI LIMÓN™ is infused with the essences of the “royal family” of citrus fruits: lemon, lime, and grapefruit. Their peels are cold pressed to yield the natural essences, which are then combined with BACARDI Rum, resulting in a clean, crisp citrus taste. BACARDI O™ utilizes the same cold pressing procedure with Mandarin oranges from Sicily, Valencia oranges from Florida, and Dancy tangerines from Brazil, Israel, and Florida, producing clean, perfectly balanced orange rum. BACARDI RAZZ™ uses dark and sweet Marion blackberries and slightly tart red raspberries to produce rum with a ripe, berry flavour.

BACARDI BIG APPLE™ is bursting with the flavour of crisp, mouth-watering Fuji, Golden Delicious, and Granny Smith apples, while BACARDI GRAND MELON™ delivers a bold watermelon taste and aroma. BACARDI Flavoured Rums have quickly earned a place in consumers’ hearts and on bars’ shelves because of their delicious flavours and versatility in contemporary cocktails.

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Due to their quality rum base, the individual flavours do not separate when mixed with ice (a common problem with lesser quality flavoured spirits). The quality of the BACARDI Flavoured Rums allows one to mix them freely without diluting their piquant essence, and to create luscious cocktails, such as the BACARDI LIMÓN Pomtini, BACARDI RAZZ Cosmopolitan, and BACARDI GRAND MELON Martini Cocktail.

According to Andrew Carter, Marketing Director, Bacardi Global Travel Retail Division, “BACARDI Rum has long enjoyed success in travel retail, and BACARDI Flavours round out the repertoire.”

For further information, please visit www.bacardi.com. BACARDI Flavours is a registered trademark. Please enjoy BACARDI Flavours responsibly.

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Note to Editors

Bacardi Global Travel Retail Division was established as a stand-alone business unit in January 2006. Through its premium and super-premium brands, including BACARDI® Rum, DEWAR'S® Blended Scotch Whisky, GREY GOOSE® Vodka and Flavoured Vodkas, BOMBAY SAPPHIRE® Gin, MARTINI® Vermouth, 42 BELOW® Vodka and Flavoured Vodkas, and OTARD® Cognac, Bacardi Global Travel Retail Division works to create innovative partnerships and unique experiences for travellers.

Bacardi Global Travel Retail is proud to support the European Travel Retail Council and other industry bodies in their work to protect the interests of the travelling public and the Travel Retail industry.

*For more information on or artwork of BACARDI Flavours and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications
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