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## **BACARDI® Rum and Travel Retail**

In December 2009, the world's favourite, best-selling premium rum surpassed 300 awards, highlighting BACARDI's dedication to producing a range of rums of exceptional quality and taste. Recent accolades secured include top awards at the World Spirits Awards in Bad Kleinkirchheim, Austria; the Monde Selection in Brussels; the International Wine and Spirit Competition in London; and the International Review of Spirits Competition in Chicago.

Established in 1862 by the eponymous family, BACARDI is the foremost rum brand and leading rum producer in the world. Created on the lush tropical islands of Puerto Rico and the Bahamas, two premium rum regions, the BACARDI Rum portfolio is enjoyed in 170 countries, from the decks of cruise ships to the hottest bars in cities around the world.

From flagship BACARDI Superior to sophisticated BACARDI 8, BACARDI Rums' expressions vary in age, colour, and proof, offering something for every taste. BACARDI entices the global consumer by developing innovative programming incorporating the bold trademark BACARDI Bat, the beauty of the bottles, and delicious cocktails.

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**BACARDI GLOBAL TRAVEL RETAIL DIVISION**

### **The History of the Daiquirí**

In the last 100 years, the BACARDI Daiquirí has traveled from its birthplace in Cuba to the finest bars around the world where it's enjoyed to this day. This BACARDI Superior Rum Limited Edition Heritage bottle celebrates this landmark taking as its inspiration the original 100-year-old bottle used by the early cocktail pioneers. One such pioneer was U.S. mining engineer, Jennings Stockton Cox who in 1898 mixed BACARDI Superior Rum, freshly squeezed lime juice and sugar to create a fresh cocktail he could enjoy after long days working in the copper mines of Daiquirí, Cuba.

Hence, the BACARDI Daiquirí was born, but it might never have become a global phenomenon had it not been for a chance meeting between Cox and U.S. Navy Officer, Lucius W. Johnson. Cox served the cocktail to Johnson during a visit to Cuba in 1910 and Johnson loved it so much that when he left the Caribbean island he took plentiful supplies of BACARDI Superior Rum with him. As he continued his travels around the world, he shared BACARDI Superior Rum and the Daiquirí recipe with the bartenders he met so that they too could mix his favourite drink. The BACARDI Daiquirí has remained a fixture on the cocktail lists of the world's great bars ever since.

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BACARDI can be fully experienced, with all five senses, at the Casa BACARDI Visitor Centre, just outside San Juan, Puerto Rico, where BACARDI owns and operates the world's largest premium rum distillery. Visitors learn both the history of BACARDI and its production process as they are guided through seven historically replicated rooms, such as the mid-nineteenth century two-story colonial courtyard, the distillery, and the company's first headquarters in Santiago de Cuba. Visitors can send friends and family "e-videos" with BACARDI images, and professional bartenders bring the tour to a close by shaking up popular rum cocktails, including the classic BACARDI Original Mojito and Daiquirí.

Andrew Carter, Managing Director, Bacardi Global Travel Retail Division, says, "Since Bacardi was founded, it has been synonymous with warmth, excitement, and socializing – qualities we are happy to bring into the duty free environment!"

For further information, please visit [www.bacardi.com](http://www.bacardi.com). BACARDI is a registered trademark. Please enjoy BACARDI 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 and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications +1-212-682-2293 ext 153 or e-mail [jbrown@deussenglobal.com](mailto:jbrown@deussenglobal.com)*



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