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BOMBAY SAPPHIRE®: Innovation in Travel Retail

BOMBAY SAPPHIRE, the premium gin in the trademark Sapphire-blue bottle, changed the category paradigm. Vapour infused with 10 uniquely combined botanicals and crafted from 100% neutral grain, BOMBAY SAPPHIRE has a refreshingly light, smooth taste, unlike intensely juniper-flavoured gins, making it the spirit of choice for gin and non-gin drinkers alike.

No expense is spared in producing BOMBAY SAPPHIRE, which is based on a recipe dating back to 1761. The finest quality botanicals from around the world are hand selected by the master distiller, ensuring only the best ingredients are used. While most gins boil botanicals directly in the spirit to achieve their taste, BOMBAY SAPPHIRE is created by passing the spirit vapour through the botanicals, which are held separately in a perforated copper basket. This unique patented process – known as *vapour infusion* – allows the gentle absorption of each of the aromatic flavors, creating BOMBAY SAPPHIRE Gin's subtle, complex flavours and finish.

BOMBAY SAPPHIRE has also supported the contemporary design community for nearly 20 years, inspiring international designers through its “BOMBAY SAPPHIRE Inspired” creative platform.

Continued on Page 2...



BACARDI GLOBAL TRAVEL RETAIL DIVISION

BOMBAY SAPPHIRE Innovation, Page 2

This platform brings the work of international designers, who have all been inspired by the unique qualities of BOMBAY SAPPHIRE and its now-iconic bottle, to life. The BOMBAY SAPPHIRE Prize is the world's biggest annual glass award and the BOMBAY SAPPHIRE Designer Glass Competition is one of the top design contests for emerging designers.

For further information, please visit www.bombaysapphire.com. BOMBAY SAPPHIRE is a registered trademark. Please enjoy BOMBAY SAPPHIRE responsibly.

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Continued on Page 3...



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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 BOMBAY SAPPHIRE and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications +1-212-682-2293 ext 153 or email jbrown@deussenglobal.com



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