

Contact: Jeanette Brown
Deussen Global Communications, Inc.
+1-212-682-2293 ext 153
jbrown@deussenglobal.com

GREY GOOSE® Vodka and Travel Retail

What makes GREY GOOSE Vodka so deliciously different from other vodkas? The secret lies both in its heritage and its superior craftsmanship. GREY GOOSE originates from the Cognac region in Western France, world renowned for its epicurean excellence and spirit making traditions. Cognac was chosen as the home of GREY GOOSE because of its ideal climate and growing conditions for 100% French wheat from La Beauce “the bread basket of France” and its natural spring water.

Adding to the magic of GREY GOOSE is our Maître de Chai (cellar master), François Thibault. Francois is the creator of GREY GOOSE and holds the unique position of both master blender and distiller. He follows the centuries-old traditions of the Cognac region, creating a vodka unlike any other.

Under his careful supervision, the wheat is passed through a unique five-step distillation process and is then carefully blended with pure spring water, which has been filtered through Grande Champagne limestone. GREY GOOSE is incomparably smooth and decidedly well rounded.

Continued on Page 2...



BACARDI GLOBAL TRAVEL RETAIL DIVISION

Upon its 1997 debut, this super-premium vodka rapidly earned many dedicated fans, becoming the world's #1-selling and fastest growing super-premium vodka, and is the market leader within Travel Retail with a 78% share of the category (Source: IWSR 2008 unit data).

GREY GOOSE Vodka has earned many accolades with a Platinum Medal in the World Spirits Championship and being named "the world's best tasting vodka" by the Beverage Testing Institute.

"There is magic at work here," says GREY GOOSE Vodka Maître de Chai, François Thibault. "GREY GOOSE Vodka wouldn't be thought of as the world's best tasting vodka if we didn't take the greatest care at every stage of its creation. In Cognac, we are very proud of our heritage, and the success of GREY GOOSE Vodka is not only a celebration of that, it is evidence that to this day we produce some of the very best spirits in the world."

In addition to GREY GOOSE Original Vodka, the portfolio includes GREY GOOSE® L'Orange, GREY GOOSE® Le Citron, and the most recent addition, GREY GOOSE® La Poire Flavoured Vodkas. Each of the flavours brings together the fine craftsmanship of GREY GOOSE Original Vodka with the best orange, lemon, and pear ingredients. GREY GOOSE Vodka and Flavoured Vodkas share the same high quality, pronounced character, and "world's best taste," which is why GREY GOOSE Vodka is now the "asked for" brand in classic contemporary cocktails, such as the Cosmopolitan and Lemon Drop.

Continued on Page 3...



No ordinary bottle would be appropriate for such a special spirit, and GREY GOOSE Vodka has a suitably statuesque presence. The tall, frosted glass bottle is cut with a window in the shape of a goose, through which more geese can be seen in flight. The heavyweight bottle is then sealed with a cork closure and foil capsule.

For further information, please visit www.greygoose.com. Please enjoy GREY GOOSE responsibly.

©2010 GREY GOOSE, THE GREY GOOSE BOTTLE DESIGNS AND THE GEESE ARE TRADEMARKS AND/OR REGISTERED TRADEMARKS. VODKA 40% ALCOHOL BY VOL. FLAVOURED VODKA EACH 40% ALCOHOL BY VOL. DISTILLED FROM GRAIN.

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 GREY GOOSE 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*



BACARDI GLOBAL TRAVEL RETAIL DIVISION