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NOILLY PRAT® and Travel Retail

One of the most celebrated and respected drink brands in the world, NOILLY PRAT Dry Vermouth is proud to make a dramatic return to the global drinks arena. Re-launching worldwide in 2009 as part of the Bacardi Limited portfolio, NOILLY PRAT is the only super-premium French vermouth on the market. In spring 2009, the European blend, Original Dry Vermouth, will be available globally. This blend introduces the French lifestyle and apéritif culture to the States, and adds an essential flavour and complex touch to classic cocktails. Inspired by the spiral Eiffel staircase at its French home, a dramatic new “twist” bottle with a picture of *L’Enclos*, the location of the wine-aging process at the NOILLY PRAT facility in Marseillan, France, arrived on the market during the summer months.

Established in 1813, NOILLY PRAT is created from fine French white wines (Clairette and Picpoul) aged in oak casks outdoors, where they are exposed to the Mediterranean sun, sea, and wind for 12 months before being infused with an aromatic blend of 20 herbs and spices. NOILLY PRAT was used in the first published recipe for a dry martini cocktail in 1896, and is still acclaimed as the “must-have” vermouth worldwide.

“NOILLY PRAT is a natural fit for the Bacardi portfolio,” says Bacardi Global Travel Retail Division Managing Director Andrew Carter. “Its heritage and production quality mirror many of the luxury Bacardi brands’ distinguishing characteristics.”

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BACARDI GLOBAL TRAVEL RETAIL DIVISION

For further information, please visit www.noillyprat.com. NOILLY PRAT is a registered trademark. Please enjoy NOILLY PRAT 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 NOILLY PRAT 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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