

Bacardi climbs list of world's most reputable companies in 2019

Family-owned Bacardi Limited, the world's largest privately held spirits company, has been named among the most reputable companies in the world, as part of the annual Global RepTrak 100 list compiled by the Reputation Institute (RI) and published in Forbes.

Ranked at 87, Bacardi Limited climbed two spots and has made the annual global list seven consecutive times.

Based on more than 230,000 individual ratings collected in the first quarter of 2019, the annual survey is the largest corporate reputation study of its kind, and provides comparative rankings, demographic trends, and unique insights into the dynamics behind reputational impact.

The global study shows what drives trust including ethical behavior, fairness, product value and transparency while identifying behaviors including intent to purchase a company's products, willingness to invest in, or even work for, the company.

"Consumers are at the heart of everything we do at Bacardi as we are all about bringing people together, in real life, to celebrate moments that matter. It is rewarding to know that once again, consumers recognize us for being a good corporate citizen," said Mahesh Madhavan, CEO, Bacardi Limited.

"I raise my glass to our talented teams across the world, as they are the driving force behind the positive impact on the communities in which we operate."