

# Bacardi gifts the planet and its employees to celebrate anniversary



Bacardi CEO Mahesh Madhavan and Chief Supply Chain Officer Dave Ingram plant a cedar sapling in Bermuda – part of the company’s initiative to plant a tree for each of its employees to celebrate 161st anniversary

Family-owned Bacardi Limited is celebrating its 161st anniversary with a gift to the planet and its people. The world’s largest privately held spirits company will plant one tree for every employee to support biodiversity, help local communities and capture a combined 2.5 million kilograms of CO2 during the trees’ lifetime.

This week, every employee will receive an anniversary edition bottle of BACARDÍ® Carta Blanca, complete with a QR code that enables them to plant their own tree and then track its progress and positive impact via an online platform.

The initiative forms part of its continued drive to be the most responsible global spirits company in the world. Through its extensive Environmental, Social & Governance (ESG) program, Good Spirited, the company takes bold action to restore communities, revitalize natural ecosystems and revolutionize the way it does business.

“As a family-owned company, doing the right thing is in our DNA, and all of us at Bacardi share that passion for taking care of the environment. By creating our very own Bacardi forests, we can all take pride in having our own positive impact and being part of our company’s legacy for the next 161

years and beyond," said Mahesh Madhavan, CEO, Bacardi Limited.

The trees will be planted across India, Nepal, Indonesia, Ecuador and Madagascar, with 11 different species carefully selected to maximize the benefits to each location and community.

The tree planting sites represent areas where Bacardi sources some of the botanicals and raw ingredients used in crafting its premium drinks portfolio, which includes BACARDÍ rum, BOMBAY SAPPHIRE® gin, GREY GOOSE® vodka, PATRÓN® tequila, MARTINI® vermouth and DEWAR'S® Blended Scotch whisky.

"We care deeply about the farmers who grow our beautiful ingredients and take great pride in the strong relationships we've spent decades building with these communities. Planting these trees on their doorsteps is another way of giving back as we invest in their future and in protecting the environment for generations to come," added Dave Ingram, Chief Supply Chain Officer, Bacardi Limited.

To mark the anniversary, Bacardi will also plant 161 coconut trees in Puerto Rico, home to the world's largest premium rum distillery where BACARDÍ rum is produced. The trees will help regenerate and protect a beach located near the BACARDÍ rum distillery, an area that has suffered significant hurricane damage in recent years.

The initiative also pays homage to the company's legendary coconut palm, "El Coco". Planted in front of the first BACARDÍ distillery in Cuba, El Coco came to symbolize the strength and resilience of the Bacardi company after withstanding a distillery fire, five earthquakes and countless hurricanes.

In Bermuda, home of the Bacardi's global headquarters, the company will plant 100 cedar saplings at one of the island's nature reserves. A highly valued and symbolic tree in Bermuda, the cedar supports biodiversity by providing a crucial nesting site for birds such as the native Bluebird.

On February 4, 2023, Bacardi celebrates 161 years since Don Facundo Bacardí Massó founded the company in Santiago de Cuba. Family-owned over seven generations, Bacardi grew from a single rum brand to a portfolio of iconic global spirits brands.