

Bacardi Limited appoints new director to board



Alicia Enciso, Bacardi Limited Board of Directors

[Bacardi Limited](#) has announced the appointment of Alicia Enciso to the company's Board of Directors, which is currently comprised of 13 members.

Enciso brings more than 30 years of experience with multinational Fortune 100 Companies in the Food and Beverage sector with roles as General Manager, President, Chief Marketing Officer, and E-Business Officer. Since 2017, she has served as Chief Marketing Officer of Nestlé USA and previously served as President of the Beverages Division. She recently announced her retirement from Nestlé. Prior roles include Principal Consultant and Managing Director of Zyman Group, a subsidiary of MDC Partners and various marketing leadership roles at Procter & Gamble and Estée Lauder.

"Alicia is a well-rounded business leader and global marketer who has presided over some of the world's best-known brands," says Facundo L. Bacardi, Chairman of Bacardi Limited and fifth-generation family member. "Her enthusiasm for modern marketing and building sustainable brands are a great complement to our long-term business ambitions and to continuing the family legacy for generations to come."

Originally from Mexico, Enciso has been recognized as one of "Most Influential 100 Latinas" by Latino Leaders Magazine and named "Latino Marketer of the Year" by the Hispanic Marketing Council. She also serves on the Executive Board for the Association of National Advertisers and the Board of the Alliance for Multicultural & Inclusive Marketing. She previously sat on the Advisory Board of Google



Alessandro Garneri, Master of Botanicals for Bombay Sapphire and Martini

Bacardi has also announced the appointment of a new Master of Botanicals for [Bombay Sapphire](#) and [Martini](#). Alessandro Garneri takes on the role as industry legend Ivano Tonutti retires, following an incredible career at Bacardi spanning more than 33 years.

An expert agronomist, Garneri has been part of the Bacardi team for more than 17 years. He has headed up the company's Global Botanicals Center in Geneva since 2017, taking a leading role in installing cutting-edge technology at the plant, as well as pushing boundaries on sustainable sourcing and the latest product innovations in the Bacardi portfolio of premium spirits.

"Alessandro is the perfect example of our focus on nurturing talent and growing careers at Bacardi," says Dave Ingram, Chief Supply Chain Officer, Bacardi Limited. "After training for years for this role, he has everything it takes to be an incredible Master of Botanicals who will continue to lead the industry in sustainable sourcing of ingredients."

In his new role, Alessandro is responsible for overseeing the field-to-bottle journey of every botanical used to craft Martini and Bombay Sapphire, as well as for St-Germain Elderflower liqueur, Noilly Prat vermouth and Benedictine liqueur – ensuring the consistent quality and flavor of each.

"It's an honor to become the Master of Botanicals for such iconic and well-loved brands," said Garneri. "I have been passionate about science, the natural world and technology for as long as I can remember, and I feel privileged to be able to pursue those passions through my work. As a family-owned company, Bacardi does the right thing when it comes to sourcing and I'm excited to continue that legacy, creating a blueprint for others in the industry to follow."

For more than six years, Garneri has trained under Tonutti, an industry expert who has shared his knowledge and experience on every element of the botanicals business to ensure a seamless transition.

Working closely with Anne Brock, Master Distiller for Bombay Sapphire and Beppe Musso, Master Blender for Martini, Tonutti's work is behind the signature flavor of countless successful innovations for Bacardi, now enjoyed by consumers around the world – from super premium gin, Bombay Sapphire Premier Cru, to the pioneering Martini Non-Alcoholic aperitivo. Tonutti and his team have spent decades building strong relationships with, and giving back to, the farmers and suppliers of the company's botanicals – looking after their wellbeing and investing in sustainable farming practices to help protect the environment and their livelihoods for generations to come.

Ivano has also overseen numerous landmark sustainability milestones for Bacardi. Last year the company announced 100% of the wineries for the entire Martini portfolio are certified sustainable, while Bombay Sapphire became the first major gin brand to be made with 100% sustainably sourced botanicals.

"Ivano's contribution to our business cannot be overstated," said Ingram. "During his three decades with Bacardi, his expertise, energy and leadership have transformed the way we source, extract flavor from and ensure the quality of our beautiful botanicals. Everyone at Bacardi joins me in wishing Ivano a very happy and healthy retirement and in saying a huge thank you to him for his incredible impact on our business and the industry."

As he begins his retirement later this year, Ivano will continue to work closely with Bacardi as an expert advisor, supporting advocacy efforts and sharing his knowledge and expertise for the years to come.

"I am immensely proud of the legacy I leave behind at Bacardi," said Tonutti. "Every day of my 33-year career at Bacardi, I have been able to use my curiosity, my passion and my drive to protect the planet and to have a real impact on the way we source our ingredients and care for those who grow our botanicals. It's been an incredible journey and I look forward to seeing Bacardi continue to take huge strides in this space in the years to come."