

BACARDÍ brings a taste of the Caribbean to Miami International Airport to celebrate the holidays



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BACARDÍ rum cocktails, personalized gifting checklists and photo opportunities are the main attractions in a groundbreaking campaign showcasing the BACARDÍ premium rum portfolio in partnership with Duty Free Americas at Miami International Airport. The tagline of the campaign: *Aged under the Caribbean sun* is brought to life with an impactful, multi-sensory installation located in the center of Terminal D, which invites passengers to explore the integrity of the BACARDÍ portfolio and its wide range of aged variants including BACARDÍ Cuatro (4YO), BACARDÍ Ocho (8YO), BACARDÍ Diez (10YO) & travel retail exclusive BACARDÍ Gran Reserva Especial (16YO).

In a travel retail first, international and domestic travelers can purchase BACARDÍ Superior, BACARDÍ Cuatro, BACARDÍ Ocho and BACARDÍ Diez from the space in Terminal D during the peak gifting season, through 3rd January 2020. Domestic purchases are made via ReserveBar.com, and delivery of the product is available within the US. This is the first time that alcohol retail purchases have been made available to domestic travelers at Miami International. The benefit to domestic passengers is that they can have their bottle custom engraved and delivered to their home free of shipping charges. Duty free pricing is only available to people internationally.

A central feature of the installation is a giant interactive palm tree representing “El Coco” the iconic coconut tree planted by Facundo Bacardí Moreau on the day in 1862 that his father, Don Facundo

Bacardí Massó, opened the first BACARDÍ distillery in Santiago de Cuba. Pulling a lever at El Coco releases a golden coconut, which symbolizes one of the BACARDÍ variants and is amplified by a brand ambassador expanding on the brand story of each rum, its ageing process and taste profile – before offering a drink at the tasting bar.

As part of a series of engaging touchpoints, travelers can learn about the evocative Angels' Share, the term given to describe liquid lost from barrels to evaporation when ageing. The warmth and humidity of the Caribbean climate accelerates this process – around three times faster than whisky ageing in colder climates, but with no reduction in quality.

The airport campaign is a travel interpretation of the global BACARDÍ platform: *Do What Moves You*, which promotes freedom of choice and expression. Geoff Biggs, Regional Director – Americas, BACARDÍ Global Travel Retail, says: “Creating stand-out memories for travelers is at the heart of this BACARDÍ campaign. We want to encourage people to relax and have fun as they get to understand the ageing process in BACARDÍ rums and to enjoy exploring the versatility of our portfolio. With rums for every drinking occasion, from holiday cocktails to a considered sipping experience, we want to increase people’s appreciation of BACARDÍ premium rums as they find the one that’s the right expression of who they are.”