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# Corporate Profile

## Bacardi USA, Inc.

Website: [www.bacardi.com](http://www.bacardi.com)

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### Company Notes

Introduced in 1862, Bacardi is the number one rum in the world and is enjoyed in 170 countries. This is the U.S. arm of Bacardi Limited, the Bermuda-based distributor whose brand portfolio includes many well-known whiskeys, gins, liqueurs, and wines. Bacardi Limited is the largest private, family-owned spirits company in the world. Company's national advertising spending in 2006 was \$68M.

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### Locations & Contacts

Type	Name	City	State
	Bacardi USA, Inc.	Jacksonville	FL

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### Location Addresses

Post Office Box 26368  
Jacksonville, FL 32226-6268 USA  
(904) 757-1290

12200 North Main Street  
Jacksonville, FL 32218 USA  
(904) 757-1290

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### Contacts

Mr. Yousef Zaatar  
Vice President of Marketing & Packaging

Secured noted perfume bottle designer, Fabien Baron, to design new Corzo tequila bottle and packaging (2004).

Assistant: Tammy  
Direct: (904) 446-2218

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### Locations & Contacts

Type	Name	City	State
US Corp HQ	<b>Bacardi USA, Inc.</b>	Miami	FL

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### Location Addresses

2100 Biscayne Boulevard  
Miami, FL 33137-5014 USA  
(305) 573-8511

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### Contacts

Mr. Aleco Azqueta aazqueta@bacardi.com  
Group Marketing Manager, Grey Goose Vodka

Grey Goose has joined the National Thoroughbred Racing Association and Breeders' Cup Ltd. as an official sponsor.; the agreement includes advertising units along with signage, hospitality, and brand exclusivity at major Thoroughbred racing events including the Eclipse Awards ceremony in Beverly Hills, California, and the Breeders' Cup World Thoroughbred Championships at Belmont Park in New York (1/05). For promotional events marketing, see Mr. Britt West (3/05).

**Resume:**

Previous Title | Marketing Manager, Dewar's Scotch Whisky (Bacardi USA, Inc.)

Mr. Monsell Darville madarville@bacardi.com  
Vice President & Group Marketing Director, Grey Goose Group

Marketing for Bombay Gin, DiSaronno Amaretto, and Grey Goose vodka brands reports here. Group name change from M&R Group to Grey Goose Group--management for Martini & Rossi brands has moved to the Flavors Group (7/04).

Assistant: Ms. Gaudi Perez

Mr. Gonzalo De La Pezuela gdelapezuela@bacardi.com  
Vice President & Group Marketing Director, Dewar's Group

Marketing for Dewar's Scotch Whiskies, Cazadores Blue Agave Tequila, and Drambuie liqueur reports here.

Assistant: Nieves

Mr. Paul de la Torre pdltorre@bacardi.com  
Senior Brand Manager, New Product Development

Mr. Mark Dean mdean@bacardi.com  
Senior Marketing Manager, New Product Development

Mr. Ned Duggan nduggan@bacardi.com  
**Brand Manager - Dewars**

Mr. John Esposito jesposito@bacardi.com  
President & Chief Executive Officer

**Resume:**

Previous Title | President & Chief Executive Officer (Moet Hennessy USA)

Mr. Andreas Gembler  
President & Chief Executive Officer, Bacardi Limited  
agembler@bacardi.com  
Direct: (212) 370-7520

Mr. John Gomez  
**Vice President & Chief Marketing Officer**  
jgomez@bacardi.com  
Marketing for general rums report here. General Rums include Bacardi Superior (Light), Gold, Castillo (Silver, Gold, & Spiced), Party Drinks, and Mixers. For Bacardi Flavors, see Paul Francis.  
Assistant: Ms. Libbey Garcia

Mr. Jim Goodwin  
Senior Vice President, Chairman & General Manager, New Product Development  
jgoodwin@bacardi.com

Mr. Shane Graber  
Group Marketing Manager, Bacardi Rums  
smgraber@bacardi.com  
Oversees all marketing and promotions for Bacardi Rums including Bacardi Silver, Bacardi Superior (Light), Bacardi Gold, Bacardi Castillo, Bacardi Select (Dark), Bacardi 8 (Premium Aged), and 151.  
Assistant: Ms. Isabelle Valenzuela  
Direct: 1230

**Resume:**  
Previous Title | Senior Marketing Manager, Bacardi Rums (Bacardi USA, Inc.)

Mr. Brandon Lieb  
Marketing Manager, Grey Goose  
blieb@bacardi.com

Ms. Kristy Prata  
Director of Market Research  
kprata@bacardi.com

Mr. Celio Romanach  
Vice President & Group Marketing Director, Flavors  
cromanach@bacardi.com  
Marketing for Martini & Rossi brands and Bacardi Flavors reports here. Bacardi flavors include Bacardi Limon, Bacardi O, Bacardi Razz, Bacardi Vanilla, and Bacardi Coco.

Mr. Ken Sutter  
**Senior Vice President of Finance & Chief Financial Officer**  
ksutter@bacardi.com  
Assistant: Carmen

Mr. Doug Watson  
Vice President of Information Technology  
dwatson@bacardi.com

Mr. Giles Woodyer  
Senior Marketing Manager, Bombay  
gwoodyer@bacardi.com  
Assistant: Ms. Heather Diamond  
Direct: 1134

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## Locations & Contacts

Type	Name	City	State
	<b>Bacardi USA, Inc.</b>	Miami	FL

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## Location Addresses

2075 Biscayne Boulevard  
Miami, FL 33137 USA  
(305) 374-0419

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## Contacts

Ms. Christine Sheller  
Senior Marketing Manager

[csheller@bacardi.com](mailto:csheller@bacardi.com)

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## Company Statistics

Revenues (M)	104.9 (2006)
Media Spend (M)	67.6
Fiscal Close	March
# Employees	325
Company Type	Private

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## Media Spend

Type	2005 (M)	2006 (M)
Cable TV	34.3107	34.4319
FSI Coupon	0	0
Internet	data not available	0.9257
Local Magazine	0.6841	0.8123
Local Newspaper	0.2324	0.9059
Local Sunday Supplement	0	0
National Magazine	21.5329	20.3400
National Newspaper	0.1809	0.4474
National Sunday Supplement	0	0.1009
Network Radio	0	0
Network TV	0	0
Outdoor	6.2651	7.5230
Spanish Language Cable TV	0	0
Spanish Language Network TV	0	0
Spot Radio	1.1953	1.2401
Spot TV	0.0320	0.8553
Syndicated TV	0	0
<b>TOTAL</b>	<b>64.4334</b>	<b>67.5825</b>

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## Brands

Brand Name	Description
Anejo Liqueur	liqueur
B&B - discontinued	liqueur
Bacardi	rum
Bacardi	clothes & accessories
Bacardi & Cola	run & carbonated beverages
Bacardi 151	rum
Bacardi 1873 Solera	rum
Bacardi 8	rum
Bacardi Big Apple	fruit juice & rum
Bacardi Coco	rum
Bacardi Flavors	flavored rum
Bacardi Gold	rum
Bacardi Limon Citrus Rum	flavored rum
Bacardi Mixers	alcoholic beverages
Bacardi O	orange flavored rum
Bacardi Silver	malt liquor
Bacardi Silver 03	malt liquor
Bacardi Silver Razz	malt liquor
Bacardi Superior Rum	rums
Bacardi USA, Inc.	alcoholic beverages
Bacardi Vanilla	bourbon & rum
Bahama Mama	mix of rums
Barcardi Razz	berries & rum
Benedictine - discontinued	liqueur
Bombay Sapphire	gin
Cazadores	Blue Agave Reposado tequila
Corzo	premium tequila
Dewar's	Scotch whisky
DiSaronno Amaretto	liqueur
Drambuie	liqueur
Grey Goose	vodka
Hautey	beer
Hurricane	mixed rums
Island Breeze	reduced calorie rum
Martini & Rossi	vermouth
Martini & Rossi Asti Spumante	champagne
Mixers	mixed drinks
Rum Island Iced Tea	mix rum
Sylk Cream Liqueur	liqueur
Turi Vodka - discontinued	vodka

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**Agency Relationships (known)**

Brand	Agency	Service	Status	From	To
Bacardi	Lopito, Ileana & Howie, Inc.	Multicultural	Current	2004	present
Bacardi	Y&R	AOR, creative	Current	2005	present
Bacardi Flavors	Avrett Free & Ginsberg, Inc.		Past	unknown	2003
Bacardi Mixers	Greenhouse Partners	print ads	Unconfirmed	unknown	unknown
Bacardi O	Universal McCann	media	Current	1973	present
Bacardi Silver	Momentum	event planning, promotions	Current as of	2004	present
Bacardi Silver	davidandgoliath	campaigns	Current	2005	present
Bacardi Silver	Cannonball	brand advertising	Unconfirmed	2004	present
Bacardi Superior Rum	Avrett Free & Ginsberg, Inc.		Past	unknown	2003
Bacardi Superior Rum	Blue Flame Marketing	multicultural	Unconfirmed	unknown	unknown
Bacardi Superior Rum	Ten / United	strategic planning, intranet development, online promotions, web site development	Current	1999	present
Bacardi Superior Rum	Burrell Communications Group, Inc.	multicultural	Current	2001	present
Bacardi USA, Inc.	Titan Worldwide		Current as of	2005	present
Bacardi USA, Inc.	davidandgoliath	AOR	Current	2002	present
Bacardi USA, Inc.	Optimedia		Past	2000	2002
Bacardi USA, Inc.	MacDonald Media, LLC		Current as of	2005	present
Bacardi USA, Inc.	Blue Flame Marketing		Unconfirmed	unknown	unknown
Bacardi USA, Inc.	Zipatoni Company	promotions	Past	1996	2000
Bacardi USA, Inc.	MS3 Marketing	sampling	Current	2003	present

Bacardi USA, Inc.	Moosylvania	promotions	Current	2004	present
Bombay Sapphire	KSL Media / East	media buying	Current	2006	present
Bombay Sapphire	Sugartown Creative	creative	Current	2006	present
Bombay Sapphire	Sugartown Creative	creative	Current	2004	present
Cazadores	La Agencia de Orci & Asociados	public relations, promotions	Current	2005	present
Cazadores	davidandgoliath	media	Current	2007	present
Corzo	FiberMark	secondary packaging, exterior packaging	Current	2004	present
Corzo	Firstborn Multimedia	interactive - project			
Dewar's	Universal McCann	media	Current	1973	present
Dewar's	AccentMarketing, Inc.	Hispanic	Past	2001	2004
Dewar's	Nike Communications, Inc.		Current as of	2005	present
Dewar's	Avrett Free & Ginsberg, Inc.		Current	1999	present
Drambuie	Universal McCann	media	Current	1973	present
Drambuie	Zipatoni Company		Past	unknown	unknown
Grey Goose	KSL Media	AOR	Current	2004	present
Grey Goose	Sugartown Creative	creative	Current	2005	present
Island Breeze	Avrett Free & Ginsberg, Inc.		Current	2005	present

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## In Review

Brand Name	Consultant	Search Type	Status	Year
Bacardi	None or Unknown	global creative	Closed	2005
Bacardi Superior Rum	None or Unknown	brand advertising	Closed	2004
Bombay Sapphire		global creative	Open	2007
Grey Goose	None or Unknown	creative	Closed	2005

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## Competitors

[A. V. Imports, Inc.](#)

[Bacardi Global Promotions](#)

[Diageo Canada, Inc.](#)

[Planet 10 Spirits](#)

[Southern Wine & Spirits of America, Inc.](#)

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## Company Hierarchy

Parent	Child	Sibling
* Bacardi International Limited / Bermuda	* Bacardi Global Promotions	* Bacardi Canada, Inc. *

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## ... A Bit More

Type	Information	Date
Merger/Acquisition	Acquired Grey Goose vodka from Sidney Frank Importing for a reported \$2 billion (8/04).	07/05/2006
Marketing	New premium tequila, Corzo will be marketed by word-of-mouth and viral marketing in Los Angeles, Las Vegas, San Francisco, Denver, and Dallas (12/2004).	07/05/2006
Marketing	Has an in-house production group, Bacardi Global Promotions, in Miami, FL.	07/05/2006

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## Bacardi will relaunch Havana Club in U.S. Storied brand will begin slow roll-out in South Florida

Aug 08, 2006

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### The Story

After winning a trademark dispute, Bacardi will soon relaunch its Havana Club brand in the United States, according to The [Miami Herald](#).

The Havana Club trademark in the United States had been held by Pernod Ricard, owned by the French company and the Cuban government. But the U.S. Patent Office just ruled that its trademark has expired.

The Miami-based Bacardi will market the Havana Club brand in the U.S. as a super-premium rum similar to its Grey Goose Vodka brand. Pernod will continue to market Havana Club elsewhere in the world. Bacardi's Havana Club will sell for \$20 a bottle.

[Bacardi](#) will start distributing the rum this week.

The Arechabala family lost control of the Havana Club brand when Fidel Castro took power in 1959 and nationalized the company.

Ramon Arechabala, former sales manager of the family company, said Castro stole the name, but not the recipe for the rum. He called the Havana Club sold in Cuba and Europe "not drinkable."

Because of limited supply, the product will initially be available only in Florida. The rum will be manufactured in Bacardi's facilities in Puerto Rico.

Bacardi executives expect to roll out the rum to other key markets soon.

"We've been planning this for many years," John Gomez, vice president and group marketing director for Bacardi U.S.A. told the Herald. "We always owned the brand. There was no issue in our minds. It was only a question of when it was commercially appropriate for the relaunch."

### The Research

We called Bacardi to get more information on the relaunch.

We were told that specific marketing decisions were being withheld; however, we did glean a little more information about the brand.

The company wants to play on the Old Havana feel of the brand. The packaging will combine elegant 1930's details with a contemporary silhouette. The acid-etched bottle is encircled by art-deco fluting and a retro typeface that recalls Havana in its heyday.

The company will launch the brand with trendsetters in South Florida and hopes the buzz will spread.

According to [The List](#) database, New York-based Y&R serves as Bacardi's global agency of record, a \$160 million account held since 2005.

### **The Direction**

Sounds like Bacardi's going with a slow-takeoff approach on this brand, so we'd suggest agencies with experience in buzz and viral marketing campaigns approach executives. Executives may also want to hear suggestions on differentiating the Havana Club sold in the United States from its inferior replica sold abroad.

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