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Corporate Profile

Bacardi USA, Inc.

Website: www.bacardi.com

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.

The Scoop

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

Company Statistics

Revenues (M)	1,100.0 (2003)
Media Spend (M)	67.6
Fiscal Close	March
# Employees	350
Company Type	Private

Locations & Contacts

Type	Name	City	State
	Bacardi USA, Inc.	Jacksonville	FL

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

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

Locations & Contacts

Type	Name	City	State
US Corp HQ	Bacardi USA, Inc.	Miami	FL

Location Addresses

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

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. Mark Dean mdean@bacardi.com
Senior Marketing Manager, New Product Development
Assistant: Ms. Judy Toro

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

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

Mr. Andreas Gemblar agemblar@bacardi.com
President & Chief Executive Officer, Bacardi Limited

Mr. John Gomez jgomez@bacardi.com
Vice President & Group Marketing Director, Bacardi General Rums
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 jgoodwin@bacardi.com
Senior Vice President & General Manager, New Product Development

Mr. Shane Graber smgraber@bacardi.com
Group Marketing Manager, Bacardi Rums
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 blieb@bacardi.com
Marketing Manager, Grey Goose

Sio Linder
Assistant to President

Ms. Sumindi Peiris speiris@bacardi.com
Group Marketing Manager, Bombay
Assistant: Roxanne

Ms. Claudia Pertierra cpertierra@bacardi.com
Marketing Manager, Bacardi Flavors

Assistant: Ms. Ilene Bliss
Direct: 1166

Resume:

Previous Title	Assistant Marketing Manager, B&B (Bacardi USA, Inc.)
Previous Title	Assistant Marketing Manager, Benedictine (Bacardi USA, Inc.)

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

Ms. Sharlie Reynolds sreynolds@bacardi.com
Marketing Manager, Dewar's

Mr. Celio Romanach cromanach@bacardi.com
Vice President & Group Marketing Director, Flavors
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 ksutter@bacardi.com
Senior Vice President of Finance & Chief Financial officer
Assistant: Carmen

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

Mr. Britt West bwest@bacardi.com
Marketing Manager, Grey Goose
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).

Resume:

Previous Title	Marketing Manager, Turi Vodka (Bacardi USA, Inc.)
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Mr. Giles Woodyer gwoodyer@bacardi.com
Senior Marketing Manager, Bombay
Assistant: Ms. Heather Diamond
Direct: 1134

Locations & Contacts

Type	Name	City	State
	Bacardi USA, Inc.	Miami	FL

Location Addresses

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

Contacts

Mr. Paul de la Torre Manager of Marketing, New Product Development	pdelatorre@bacardi.com
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Ms. Christine Heller Senior Marketing Manager	cheller@bacardi.com
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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
TOTAL	64.4334	67.5825

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
Zombie	mixed rums

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	dauidandgoliath	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.	dauidandgoliath	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.	MarketSource - Integrated Marketing Solutions Division	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	dauidandgoliath	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

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
Grey Goose	None or Unknown	creative	Closed	2005

Company Hierarchy

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

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.

Bacardi USA, Inc.

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

Shane Graber

Group Marketing Manager
Bacardi Rums
(305) 573-8511 x. 1327
smgraber@bacardi.com

John Gomez

Vice President & Group Marketing Director
Bacardi General Rums
(305) 573-8511