

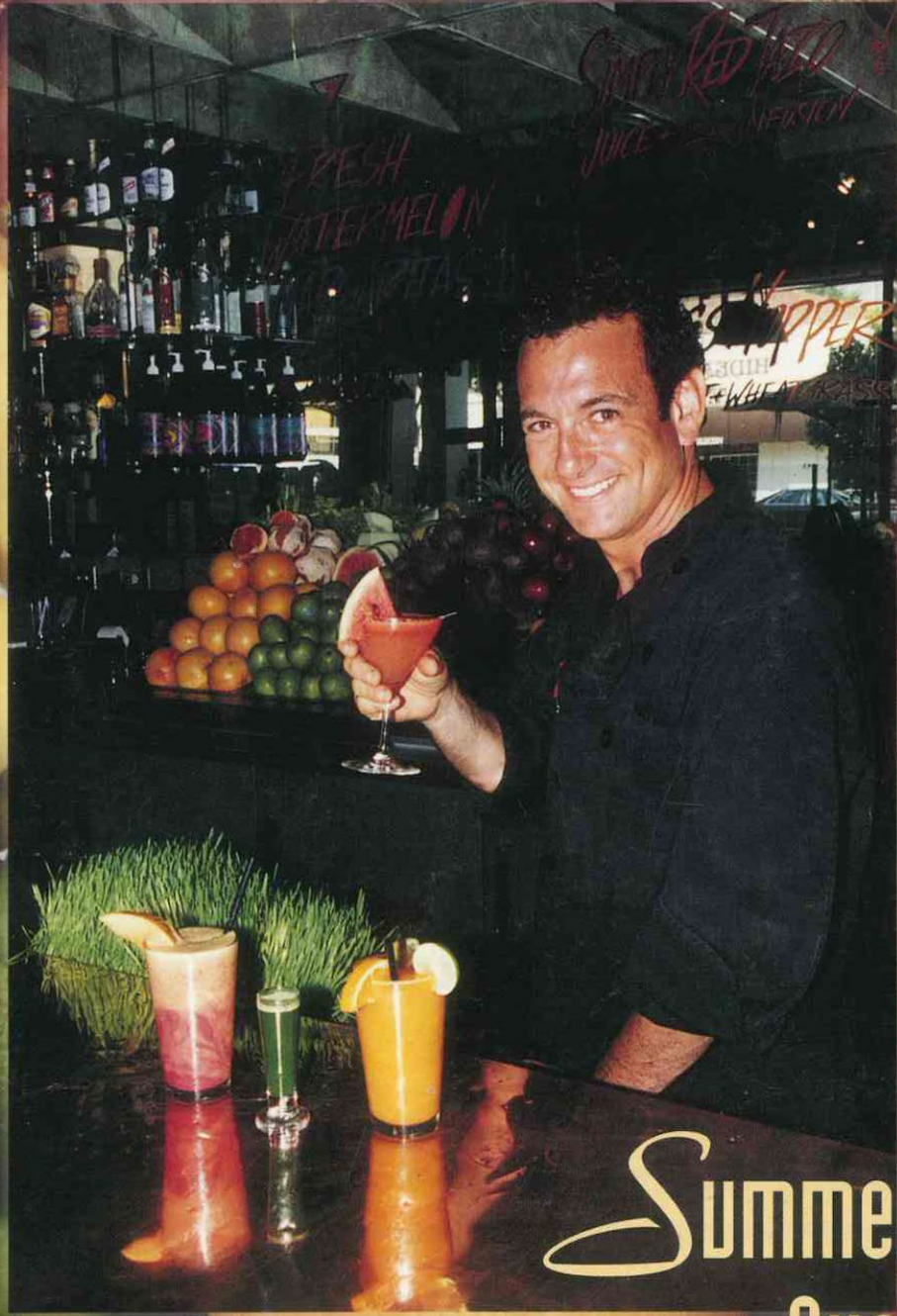
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Rum Sales Heat-Up

Profile Bacardi

What goes into the making of a company's good name? The answer is everything that a company does, makes or is. In the world of Bacardi-Martini, that answer revolves around one word: "quality"...in the product, in the company, in its people.

In 1839, Don Facundo Bacardi y Maso emigrated to Santiago, Cuba from Northeast Spain. Originally a wine merchant and importer, Don Facundo began experimenting with rum shortly after his arrival.

At that time, rum was made throughout the Caribbean and was considered a rough beverage for seamen to keep out the cold on the high seas, but was rarely used in "polite" society.

Facundo's new rum was lighter and milder than traditional rum. Shortly after arriving in Cuba, Facundo Bacardi and his brother Jose bought a rum-making operation. Gaining in popularity over the next 10 years, the light and smooth rum then took on the world. The family began to look at its successful local product as potential global material.

Bacardi focused on developing its ability to monitor and control the production process, ensuring quality and uniformity no matter where its rum was produced.

In 1992, Bacardi merged with Martini & Rossi, a highly successful international company firmly entrenched in the European market, particularly with its Martini Rosso Vermouth.

Current product extensions include the Anejo and Solera brands in the 1980s; these brands were marketed so successfully that their combined sales eventually surpassed Bacardi Light Rum.

Another line extension, Bacardi Breezer refreshers, appeared in 1990 and quickly achieved sales of four million cases per year, a record launch for any Bacardi product.

Last year's Bacardi Limon introduction was a major extension for the company, according to Bill



Windows On The Bay owner Scott Shuttleworth with Paula Roberts, hotel & restaurant mgr. and William G. Anderson, assistant v.p., division director, Bacardi-Martini USA

Anderson, asst. v.p. and div. director for Bacardi-Martini U.S.A., Inc. "The success of the product was tremendous nationally, but locally, as well," he reports. "Sales surpassed our projections, more than doubling. In California, we were projecting 15,000 cases...and we did almost 30,000 cases."

The most recent addition to the Bacardi line-up is Bacardi Spice, which debuted on March 1.

"We started on-premise first for the first 60 days, then the off-sale began May 1," says Anderson. "Initial response to Bacardi Spice was overwhelming. I think it's due to the success of Limon — people are very receptive, Bacardi can do it right, [we're] advertising it and have it positioned properly. It's not just a 'me-too' product."

At Windows On The Bay, 2241 W. Coast Highway in Newport Beach, pouring Bacardi is a part of everyday business. On the picturesque patio with tables sporting Bacardi umbrellas, patrons can enjoy a variety of specialty drinks invented by owner

Scott Shuttleworth and his wife, Leha.

The menu includes the Bay Water, featuring Bacardi Light rum, Midori, blue curacao and juices that, when mixed, take on the appearance of the ocean. Another is the Spicy Rum Runner, with Bacardi Spice rum, blackberry schnapps, creme de banana, sweet and sour, pineapple juice and grenadine.

"We have live bands on Friday and Saturday nights, and a live steel calypso band on Sunday afternoons," says Shuttleworth, who showcases the brands at his Bacardi Beach Party.

Bacardi-Martini Hotel and Restaurant Mgr. Paula Roberts keeps busy treating on-premise patrons to outings, parties and events designed for high sales volume and customer enjoyment.

Upcoming Bacardi events include the "Taste Of Newport" on Labor Day weekend and, for the liquor industry only, the Los Angeles Bartender's Ball on June 10 at the Westin Bonaventure Hotel.

Bacardi rum — number-one and growing!