



BACARDÍ®
LEGENDARY
— COCKTAILS —

As tastes evolve and new trends take over, cocktails come and go. However, BACARDI® Legendary Cocktails have been enjoyed for more than 100 years each with its own unique story.

Read on to discover the rich history behind these treasured recipes and learn the true legacy of the famous BACARDI rum brand and its timeless connection to many of the world's favorite cocktails including the Original BACARDI Cuba Libre, the Original BACARDI Daiquirí, the Authentic BACARDI Mojito, the BACARDI Piña Colada and El Presidente BACARDI.



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ORIGINAL BACARDI® CUBA LIBRE

Though the Original BACARDI Cuba Libre is one of the most popular cocktails in the world, it is also one of the drinks least known by its proper name. More commonly called “BACARDI and Coke™,” the Cuba Libre was created during the Cuban liberation in 1900 and has a very significant story attached to its authentic title.

The Spanish-American war ended on July 17, 1898 at the Battle of San Juan Hill, famously fought with the assistance of future United States President Theodore Roosevelt and his Rough Riders. Roosevelt and his men stayed on in Cuba to ensure that political life resumed peacefully in the new nation. Roosevelt’s commander, General Leonard Wood was appointed the Military Governor of Santiago de Cuba.

Shortly after the war, with military intervention still in effect, two Americans opened The American Bar on Neptuno Street in Havana. One August afternoon in 1900, an American soldier asked for his Coca-Cola™ to be mixed with BACARDI rum and lime and then raised a toast to Cuban freedom, naming the drink “Cuba Libre” for a “Free Cuba” since the phrase “Free Cuba!” was a cry embraced by both Cuban revolutionaries and sympathetic American soldiers.

Today, the Original BACARDI Cuba Libre is a consumer favorite with more than 6 million enjoyed every day. In August 2012, the famous cocktail will mark its 112th anniversary.

Today, sipping an Original BACARDI Cuba Libre still summons a feeling of celebration. Like the American soldiers gathered round the bar in Old Havana, this cocktail still unites friends in a spirit of fun and good fellowship. No wonder the BACARDI Cuba Libre is one of the most popular drinks in the world. Its refreshing mix of BACARDI rum, cola and lime is a taste everyone can agree on: the taste of freedom from the ordinary!



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ORIGINAL BACARDI® CUBA LIBRE

1 part BACARDI rum

3 parts cola

Lime wedge

Ice

Place ice in a serving glass.

Add BACARDI and cola, stir gently
and squeeze a wedge of lime.



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AUTHENTIC BACARDI MOJITO — ITS NAME SAYS IT ALL

The Authentic BACARDI Mojito boasts a fascinating story. First muddled on the high seas, the Mojito (pronounced “mo-hee-toe”) was concocted as an elixir, with the present name used to describe the “little spell” it supposedly cast from the African word “mojo” which means “to place a spell.” With the passage of time, this legendary cocktail is now recognized more for its bold, refreshing mint flavor.

Though it started out with a different name, Mojito has meant refreshment for centuries. During the Age of Exploration, there was fierce competition for the wealth of the newly discovered lands. Queen Elizabeth I of England attempted to control the wealth of the Americas by dispatching pirates to plunder her Spanish rivals’ cities in the New World. The most famous pirate of all was Captain Francis Drake, whose cargo of Spanish treasure was valued at twice the amount of the Queen’s annual income.

The unofficial date for the birth of the predecessor of the Mojito is 1586, when Captain Drake and his crew docked off the coast of Cuba with plans to invade and plunder Havana. Though the attack was not executed, the English crew took the taste of Cuba home with them.

Richard Drake, a pirate on board the ship, invented a cocktail combining aguardiente (the crude forerunner of what we know as rum), sugar, lime and mint. The drink was called the “Draque,” “Drak” or “Droc” after the ship’s captain, “the dragon.”

The story continues when Don Facundo Bacardí Massó established Bacardi as a company in 1862. His signature charcoal filtration process produced an easily mixable, light-bodied rum which made the crude and harsh tasting aguardiente a thing of the past. The Draque’s recipe changed to reflect this progress as it included BACARDI rum as detailed in some of the earliest known written recipes for the cocktail.

By the 1920s, the Mojito was unofficially the national drink of Cuba, and the delight of expats who explored Havana’s cocktail ingenuities during the U.S. Prohibition era.



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The 1930s and 40s continued the trend of American tourism on the lively and exotic island of Cuba. The Mojito was said to have gained popularity at a famed restaurant and bar called La Bodequita del Medio in Havana, which was frequented by celebrity fun-seekers.

Today, the same spirit of magic and adventure lives on in each perfectly muddled Authentic BACARDI Mojito. Created by Sir Richard Drake and perfected by Don Facundo Bacardí Massó, now everyone can enjoy Cuba's fabled cocktail with the world's favorite rum. And since the recipe has remained true to its heritage over the centuries, BACARDI offers a refreshing taste of history sure to please any discriminating palate.

AUTHENTIC BACARDI MOJITO COCKTAIL

- 1 part BACARDI rum
- 3 parts club soda
- 12 mint leaves
- 1/2 lime
- 1/2 part Sugar

Place 12 mint leaves, 1/2 part sugar and 1/2 lime in glass. Muddle well with a pestle. Add BACARDI rum, top off with club soda, stir well and garnish with sprigs of mint or a lime wheel.



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ORIGINAL BACARDI DAIQUIRÍ

The Original BACARDI Daiquirí has been a favorite taste of the tropics since its creation in 1898. The Daiquirí was originally conceived as a way to cool off under the hot Cuban sun, and it's been the standard of outdoor refreshment ever since. The drink of great explorers, poets and outdoorsmen, its story is as expansive as the adventurers who made it famous.

The story of the Daiquirí began in Cuba shortly after then-future President Theodore Roosevelt and his Rough Riders defeated the Spanish Colonial power at the Battle of San Juan Hill to end the Spanish-American War. Jennings Stockton Cox was one of eight American engineers from the Juraga Iron Company sent to the nearby town of Daiquirí to begin exploiting the iron-ore mines.

Because of the threat of yellow fever, a morale-boosting gallon of BACARDI rum was part of the engineers' generous monthly compensation. But the island heat proved to be a formidable challenge as well. Soon after his arrival in Cuba, Mr. Cox, a hefty man, searched for a way to cool himself in the intense tropical sun.

One day in 1898, mining engineer F.D. Pagliuchi met his colleague Jennings Stockton Cox at Daiquirí, Cuba, after the Cuban Independence War. "On the sideboard of the mines dining room there was no gin or vermouth but they found BACARDI rum, lime, sugar and ice. With this material Mr. Cox made up a cocktail." Mr. Pagliuchi and Mr. Cox gave the drink the name Daiquirí. That evening at the American Club Bar, Mr. Cox explained to the barman how to make a Daiquirí.

News of the cocktail's refreshing taste spread quickly from Daiquirí and the nearby city of Santiago, where Mr. Cox and his associates spent their weekends. As regular patrons of the city's night-life establishments, Mr. Cox and his fellow engineers shared the recipe for the Daiquirí with local bartenders.



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Originally named the “Ron Bacardi a la Daiquirí,” the new cocktail’s fame spread quickly throughout Santiago. Later that same year, the name was shortened to just “Daiquirí,” in honor of the city of its inception.

Today, the Original BACARDI Daiquirí remains one of the most popular ways to taste the spirit of old Havana. Its exotic taste and seemingly limitless versatility make it a modern classic. In pursuit of refreshment on a hot day or in need of a taste of the tropics any time, the Original BACARDI Daiquirí remains the coolest.

BACARDI® Hand-Shaken Daiquiri

3 parts BACARDI® Superior Rum

1 part lime or lemon juice

½ part simple syrup

*In a shaker with ice, combine ingredients.
Shake and pour into glass.*



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BACARDI® PIÑA COLADA

The Piña Colada evolved from a non-alcoholic drink called Piña Fria and its existence can be traced back to Havana, Cuba in 1906. The earliest written recipe of the non-alcoholic drink dates back to the year 1910.

Travel Magazine of December 1922 published an alcoholic version named Piña Colada made with BACARDI rum: "But best of all is a Piña Colada, the juice of a perfectly ripe pineapple – a delicious drink in itself – rapidly shaken up with ice, sugar, lime and BACARDI rum in delicate proportions."

Now known as "the national drink of Puerto Rico," the Piña Colada is a classic blended mixture of rum, pineapple and coconut which has won worldwide acclaim. This delightful tropical taste combines the finest local flavors of Puerto Rico to transport the drinker back to the Old San Juan.

In 1954, a new bartender at the legendary CARIBE HILTON Hotel in San Juan, Puerto Rico's Beachcomber's Bar, set out to create an original cocktail with "a touch of zest." After months of tinkering, Ramon "Monchito" Marrero incorporated the flavors of his island—coconut pulp, pineapple juice and rum to impart an authentic taste of Puerto Rico for hotel guests. Monchito emphasized the importance of using only fresh ingredients—particularly pineapple.

By 1978, more than three million Piña Colada cocktails were served and Monchito was awarded a medal by the CARIBE HILTON Hotel.

Make Puerto Rico's official cocktail your own house specialty. You don't have to leave for the islands to add a "touch of zest" anywhere, anytime with a BACARDI Piña Colada. With the finest fresh pineapple, coconut and BACARDI rum, there is nothing that captures the essence of the tropics like a BACARDI Piña Colada.



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BACARDI® PIÑA COLADA

3 parts BACARDI Select Rum

4 parts pineapple juice

2 parts cream of coconut

Combine ingredients in a blender or shaker with crushed ice. Blend or shake and pour into glass. Or, just add BACARDI Select to BACARDI Mixers Piña Colada mix for the perfect colada every time.



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EL PRESIDENTE BACARDI®

El Presidente Cocktail, a pre-revolutionary presidential favorite, originated sometime between 1913 and 1921. The drink was most likely named for conservative Mario Garcia Menocal, who was president of Cuba during this period, when rum replaced whisky in the popular Manhattan cocktail at the Floridita bar by famed Cuban barman Constante Ribalaigua. Inspired by the Manhattan, El Presidente's smooth taste and high-profile origin provide an authentic taste of Old Cuba.

After a scandalous re-election in 1916, voting irregularities led to a liberal revolt. In 1917, Garcia Menocal purchased arms from the United States to squash the rebellion. To help restore order, he also requested United States troops to land in Santiago de Cuba. United States President Woodrow Wilson responded and American troops remained in Cuba until 1923.

It is believed that in 1921, when the Cuban president was on the line with President Harding during the first submarine telephone cable from Cuba to the United States, President Menocal was enjoying an El Presidente. President Harding, a whisky man, remained without a cocktail due to U.S. Prohibition.

The first recorded recipes of El Presidente cocktail used BACARDI rum. The El Presidente cocktail made with BACARDI rum has been advertised since 1937.

El Presidente BACARDI remains an authentic, storied cocktail. To get a true taste of vintage Havana, El Presidente BACARDI is still a classic favorite.



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El Presidente BACARDI®

2 parts BACARDI Gold Rum

1 part MARTINI Rossi® vermouth

Cherry garnish

Mix all ingredients in a shaker with ice and pour into a martini glass.

Garnish with a cherry.



About BACARDI Rum

In 1862, BACARDÍ revolutionized the spirits industry when founder Don Facundo Bacardí Massó began producing his remarkable light-bodied, smooth rum – BACARDI, the world’s favorite and most awarded rum brand. The unique taste of BACARDI rum inspired cocktail pioneers to invent some of the world’s most famous drinks including the Original BACARDI Mojito, the BACARDI Daiquirí, the BACARDI Cuba Libre, the BACARDI Piña Colada and the El Presidente BACARDI. BACARDI rum has won nearly 500 awards for quality and taste. Today, BACARDI rum follows the production legacy set forth by Don Facundo – crafted in a five step distillation process, rested in American white oak barrels, and filtered five times for unparalleled quality and smoothness. www.bacardi.com

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