1862
Don Facundo Bacardí Massó creates the Bacardí Company and adopts a bat as its trademark. "El Coco" palm tree is planted in the Company's honor.
1876-1904
Bacardí begins winning some of the most prestigious awards in the world for quality and technical achievement.
1898
In Daiquiri, Cuba, American mining engineer, Jennings S. Cox, originates the Daiquiri cocktail with BACARDÍ rum.
Photo provided by: Cuban Heritage Collection
1900
The world's first Cuba Libre is created when BACARDÍ and Coca-Cola® are mixed with lime to celebrate the end of the Spanish-American War in Cuba.
1910
Bacardí becomes Cuba's first multi-national company by opening operations in Spain.
1919
Prohibition becomes law in the U.S. and Americans flock to Cuba to drink and enjoy BACARDÍ rum.
1930
The iconic Edificio Bacardí opens in Havana and celebrities frequent its art deco bar.
1931
The first BACARDÍ distillery outside Cuba opens in Mexico.
1936
APPELLATE COURT SUSTAINS BACARDI COCKTAIL DECISION
The New York Supreme Court declares: "A BACARDÍ cocktail must be made with BACARDÍ rum." Bacardí Corporation is established in Puerto Rico.
1944
Bacardí opens a U.S. Company, based in New York City.
1958
Puerto Rico's governor christens the new BACARDÍ distillery as the "Cathedral of Rum." Today it is the largest premium rum distillery in the world.
1960
The Cuban assets of Compañía Ron Bacardí, S.A. are illegally seized in the Cuban revolution. After 98 years of operations, the Bacardí family goes into exile."El Coco" withers and dies.
1961
The new distillery in Brazil produces BACARDÍ rum in record time—a critical move after Cuban operations of Bacardí were illegally confiscated.
1972
A new Bacardí International Limited building opens in Bermuda based on a design by world renowned architect Mies van der Rohe.
1978
BACARDÍ rum becomes the world's number one selling premium spirit brand with sales close to 16 million cases.
1988
BACARDÍ Breezers are created at the Company's New Product Development Lab.
1992
The five separate Bacardí companies are consolidated into Bacardí Limited.
BACARDI LIMITED
1993
Bacardí completed the acquisition of the Martini & Rossi Group and instantly the Company doubles in size. More than 200 brands and labels including MARTINI vermouth and ERISTOFF vodka join the portfolio.
1995
BACARDÍ Limón launches in the U.S. This line extension is hailed by the industry as:"The most successful new spirit launch of all time."
1998
Bacardí purchases DEWAR'S ScotchWhisky and BOMBAY SAPPHIRE gin.
2002
Bacardí purchases CAZADORES—a top selling premium tequila. Bacardí opens a facility in China.
2003
Following the outstanding success of BACARDÍ Limón, Bacardí begins creating other new flavors.The Casa Bacardí Visitor Center in Puerto Rico opens.
2004
GREY GOOSE, the world's number one super premium vodka, is acquired by Bacardí.
2009
Bacardí Limited becomes the only major spirits company in the world to be certified in operational, environment and health and safety excellence.
2010
BACARDÍ tops 400 awards—the world's most awarded rum.
2011
BACARDÍ OakHeart, a spiced rum specialty, launches.
2012
Bacardí celebrates 150th anniversary—accomplished by few major companies. As the world's largest privately owned spirits company, Bacardí has a portfolio of iconic brands and sells in more than 100 countries.
1888
BACARDÍ rum is appointed"Purveyors to the Royal Spanish Household."
PROVEEDORES DE LA REAL CASA
BACARDI SUPERIOR
CRISTAL
BACARDI BREEZER
Tropical ORANGE
MARTINI
ERISTOFF
DEWAR'S WHITE LABEL
BOMBAY SAPPHIRE
CAZADORES
GREY GOOSE
BACARDI OAKHEART
BACARDI LIMÓN
BACARDI
CELEBRATING 150 YEARS OF PASSION, PERSEVERANCE AND RUM
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