

Bacardi rum(s) Produced by Special Authority and Under the Supervision of Bacardi & Company Limited.  
"Bacardi" and Bat Device are Registered Trademarks of Bacardi & Company Limited. Bottled by FBM Distillery Co. Ltd., Canada.



## We're not just the name on the bottle, we're the family behind it.

Making rum is more than a business when your name is Bacardi.  
With us, it's a family tradition.

In 1862 my great-grandfather created a rum so extraordinarily  
smooth and light-tasting it soon became the most famous in the world.

Just how he did it has remained a family secret for more than a  
hundred years now.

By living right here in Canada, I assure that our present rum  
maintains in every respect the taste and quality that made it such a  
sensation back in my great-grandfather's day.

You see, keeping an eye on things is another of our family secrets.

**BACARDI rum.**

*Alberto Bacardi*  
Alberto Bacardi