

Diageo to sale Cacique to Bardinet S.A.

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Diageo plc, a global leader in premium alcoholic beverage drinks, has signed and completed the sale of Cacique to Bardinet S.A., one of the leading Spanish spirits players.

Cacique is an authentic rum brand from Venezuela with a 65-year heritage. It is popular amongst consumers in Spain and Venezuela.

John Kennedy, Diageo's President, Europe said: "The sale of Cacique reflects Diageo's strategy of maintaining a sharp focus on effective portfolio management. We are confident that Bardinet is the right owner for Cacique, maintaining the brand's authenticity and prominent position in Spain and Venezuela, as well as building its position in Continental Europe."

On the purchase of Cacique, Jean-Paul Bouyat, CEO of Bardinet S.A. added: "We are excited to announce the acquisition of Cacique, a uniquely positioned Venezuelan rum with a strong heritage. This is a strategic addition to our portfolio which will help us to increase our rum market share in Spain and beyond. We are looking forward to integrating this brand into our family, continuing to strengthen our offering, whilst always ensuring exceptional taste and quality."