

Bacardi rum takes another step toward zero waste

By **Wendy Morley** on April, 30 2014 | Spirits & Tobacco



Bacardi Limited has made it a priority to be environmentally responsible. The company is reviewing each one of its sites to determine how to lessen any negative environmental impact. At the Bacardi rum distillery in Cataño, Puerto Rico, the company has recently constructed three new warehouses for aging the rum, each made of tons of recycled concrete.

At this site, the site of the world's largest premium rum distillery, six older structures were demolished at a site near San Juan. Construction crews recycled more than 2,300 tons of rubble, totalling 150 truckloads of concrete. This eliminated landfill waste and also eliminated the need to use new materials for the buildings.

Julio Torruella, Project Director for Bacardi in Puerto Rico, says: "This was a zero- waste project designed to reuse steel and concrete, rather than sending material to the landfill." Bacardi aims to eliminate landfill waste at all its production sites by 2022.

The Bacardi Limited "Good Spirited" global sustainability program sets specific goals in three areas:

- **Responsible Sourcing:** Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials, while maintaining or enhancing the economic status of growers and suppliers. By 2017, the goal is to obtain 40% of the sugarcane-derived products used to make Bacardi rum from certified, sustainable sources - and 100% by 2022. This pledge from Bacardi is an industry first.

- Global Packaging: Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials. By 2017, Bacardi plans to reduce the weight of its packaging by 10%; the goal is to achieve a 15% reduction by 2022.
- Operational Efficiencies: Bacardi continues to focus on reducing water use and greenhouse gas (GHG) emissions, with a 2017 goal to cut water use by 55% and GHG emissions by 50%.