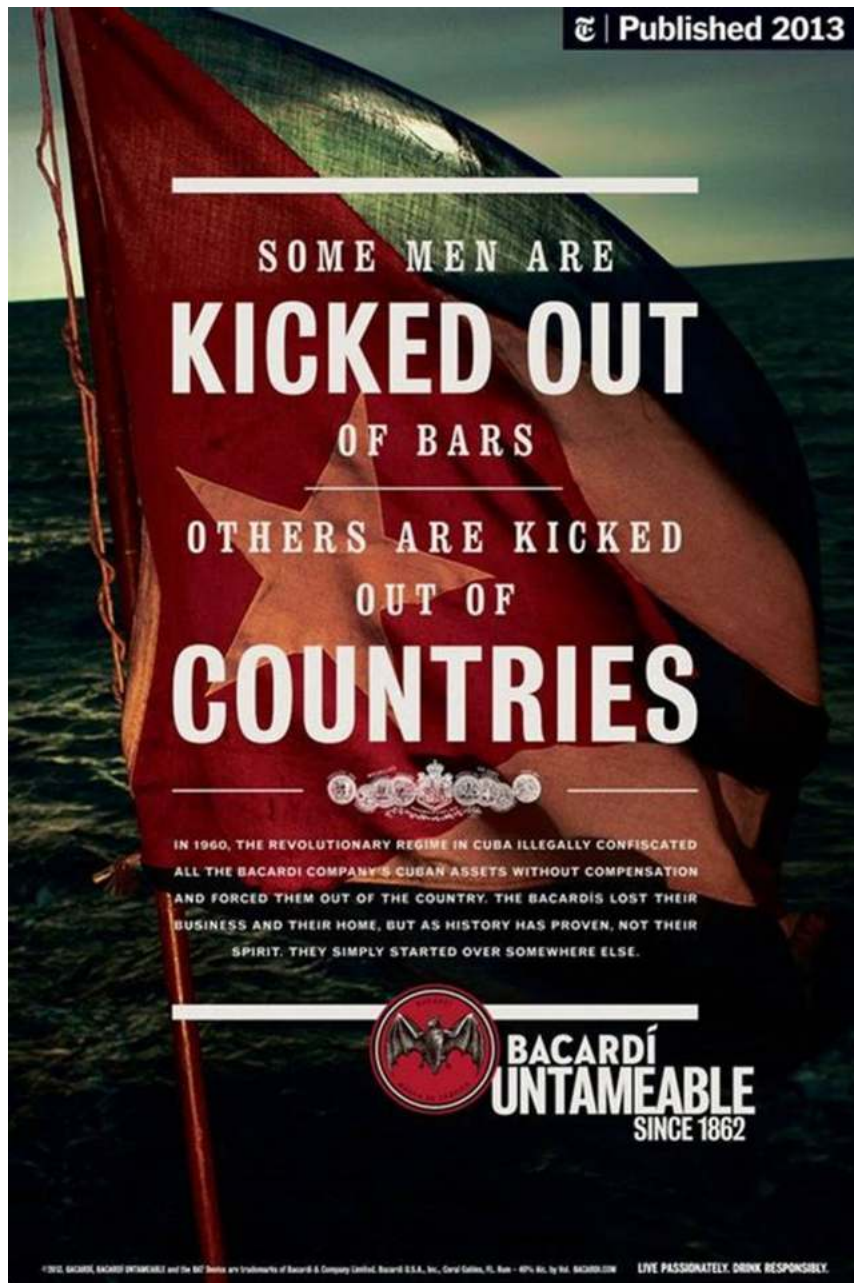


Bacardi and the Long Fight for Cuba



Published 2013

SOME MEN ARE
KICKED OUT
OF BARS

OTHERS ARE KICKED
OUT OF
COUNTRIES

IN 1960, THE REVOLUTIONARY REGIME IN CUBA ILLEGALLY CONFISCATED ALL THE BACARDI COMPANY'S CUBAN ASSETS WITHOUT COMPENSATION AND FORCED THEM OUT OF THE COUNTRY. THE BACARDIS LOST THEIR BUSINESS AND THEIR HOME, BUT AS HISTORY HAS PROVEN, NOT THEIR SPIRIT. THEY SIMPLY STARTED OVER SOMEWHERE ELSE.

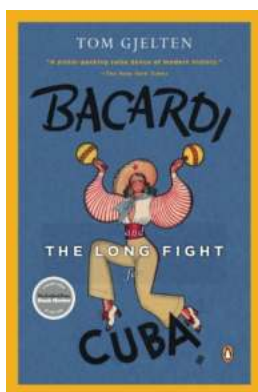
BACARDÍ
UNTAMEABLE
SINCE 1862

©2012 BACARDI, BACARDI ENTENORAZ and the Bat Logo are Trademarks of Bacardi & Company Limited, Bacardi S.A., Inc., Carol Galina, S. de C.V. - 40% Alc. by Vol. BACARDI.COM LIVE PASSIONATELY. DRINK RESPONSIBLY.

The story of Bacardi and its connection to Cuba is a tale of resilience, determination, and the power of family heritage. For over a century, Bacardi has been a symbol of Cuba, its culture, and the fight for freedom. From political turmoil to exile, Bacardi has navigated through challenging times, reinforcing its status as a cornerstone of Cuban history.

The Beginnings

In 1862, Facundo Bacardi Massó, a Spanish immigrant, established the Bacardi distillery in Santiago de Cuba. With a vision of crafting a superior rum, Bacardi embraced innovation and set out to revolutionize the industry. Using a unique filtering process, the distillery produced a smooth, clear, and refined spirit that quickly gained popularity.



Bacardi and the Long Fight for Cuba: The Biography of a Cause by Tom Gjelten (Kindle Edition)

★★★★☆ 4.6 out of 5

Language	: English
File size	: 41688 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 432 pages



As the Bacardi brand flourished, so did its commitment to Cuban independence. The Bacardi family became deeply involved in the fight against Spanish rule, supporting various revolutionary movements that sought to free Cuba from colonial control. Their dedication to the cause was so profound that the Bacardi headquarters in Havana served as a meeting place for Cuban revolutionaries, including the iconic figure, José Martí.

Political Turmoil and Exile

The early 20th century brought significant political turmoil to Cuba, culminating in the revolution led by Fidel Castro in 1959. The Castro regime nationalized all private businesses, including the Bacardi distillery. Recognizing the impending

threats, the Bacardi family made the difficult decision to leave Cuba and preserve their legacy.

Arriving in the United States, the Bacardi family rebuilt their business from scratch, starting a new chapter in their storied history. Despite the challenges of starting over in a foreign land, the Bacardi brand continued to thrive and expand, with a new distillery established in Puerto Rico.

The Legacy and Impact

Although Bacardi no longer operates in Cuba, the brand's heritage is deeply rooted in the country. The iconic bat logo represents good fortune, as legend has it that a bat once landed on the founder's distillery. This symbol has become synonymous with the Bacardi name and can be found on the bottles and marketing materials worldwide.

Bacardi's impact reaches beyond its rum production. The Bacardi family has established various initiatives to support Cuban culture, art, and heritage around the world. The Bacardi Foundation aims to preserve and promote the rich history of Cuba, ensuring that future generations remember the struggles and triumphs of the Cuban people.

The Fight for Cuba

Throughout its history, Bacardi has been a champion for Cuba's fight for freedom. The Bacardi family continues to advocate for a free and democratic Cuba, supporting organizations that work towards positive change on the island. Their dedication to the country is a testament to their unwavering belief in the Cuban people and their dreams of a brighter future.

The Future of Bacardi and Cuba

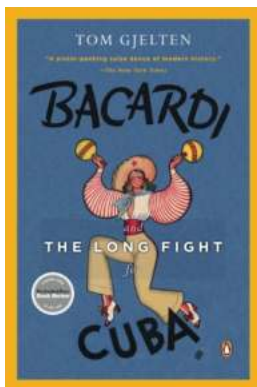
Although the Bacardi family's exile from Cuba was a heartbreaking chapter in their story, they continue to carry the spirit of Cuba with them. Bacardi remains an essential part of Cuban culture, serving as a reminder of the resilience and determination embedded in the nation's history.

As relations between the United States and Cuba continue to evolve, the future holds the potential for a renewed connection. Bacardi stands poised to contribute to the rekindling of cultural ties and collaborate on initiatives that benefit both Cuba and the global community.

Today, as you savor a glass of Bacardi rum, take a moment to appreciate the long fight for Cuba that this iconic brand represents. It is a story of triumph over adversity, resilience in the face of adversity, and the unwavering pursuit of freedom. Bacardi and the long fight for Cuba will forever be intertwined, reminding us of the power of perseverance and heritage.



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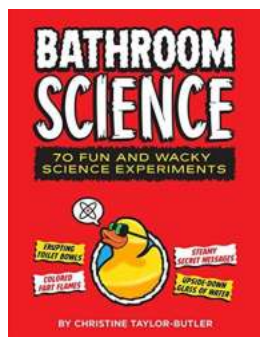
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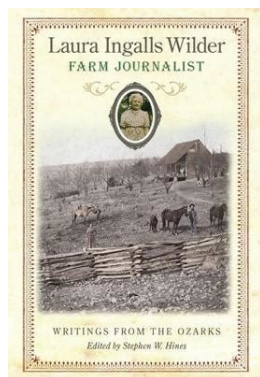


In this widely hailed book, NPR correspondent Tom Gjelten fuses the story of the Bacardi family and their famous rum business with Cuba's tumultuous experience over the last 150 years to produce a deeply entertaining historical narrative. The company Facundo Bacardi launched in Cuba in 1862 brought worldwide fame to the island, and in the decades that followed his Bacardi descendants participated in every aspect of Cuban life. With his intimate account of their struggles and adventures across five generations, Gjelten brings to life the larger story of Cuba's fight for freedom, its tortured relationship with America, the rise of Fidel Castro, and the violent division of the Cuban nation.



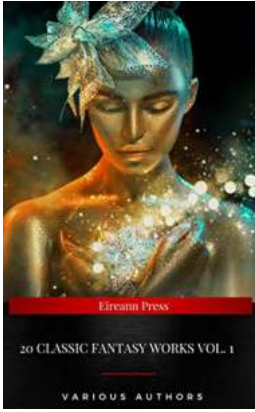
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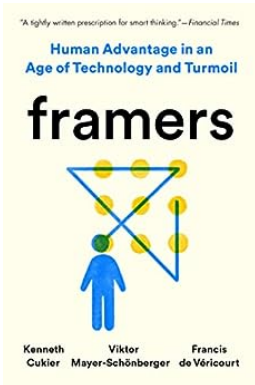
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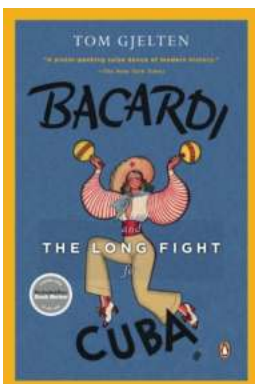
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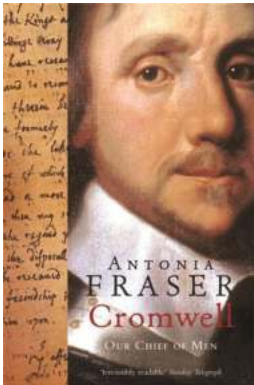
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