



PRESS INFORMATION

NEGRITA LAUNCHES

NEW 'FRIENDLY CARIBBEAN' ADVERTISING CAMPAIGN

NEGRITA, the No 7 international rum brand, is launching a vivid new advertising campaign underlining its position as 'Friendly Caribbean'.

Highlighting the fun, welcoming and sociable nature of the NEGRITA's range, the new campaign features creative that perfectly captures NEGRITA's vibrant versatility while injecting a flavour of the laid-back vibe from its Caribbean origins.

The images embody everything that's intoxicating about NEGRITA, whether it's enjoying a zingy Mojito on the beach with friends after a day on the surf, sipping a Cuba Libre sundowner at a family gathering or savouring an aromatic Spiced rum and Cola under the stars.

NEGRITA brand manager Marion Divaret said: "We are very excited about this new global campaign."

"Each of our eye-catching visuals is in a contemporary graphic style with simple shapes and bold colours that immediately catch the eye. They introduce a moment of the day when NEGRITA fits in perfectly, when friends and family gather to enjoy each other's company."

"Each image evokes smiles, laughter and precious moments shared with loved-ones, that 'Friendly Caribbean' atmosphere that can be emulated whether you're enjoying NEGRITA in Finland or Mexico. That's the message we were aiming for - that you can be sipping NEGRITA anywhere in the world and still feel that happy, enveloping glow of Caribbean Friendliness."

For more than a century, NEGRITA has built a strong reputation in the art of blending the finest rums from the sun-drenched shores of the Caribbean. Its intense bouquet and exotic fruits aromas comes thanks to centuries-old craftsmanship and expertise, making it the ideal cocktail partner.

In 2016 its place as a qualitative force in the rum market was further recognised with a string of accolades including Category Winner of White Unaged Rums at the World Rum Awards as well as a Silver Medal at the International Wine & Spirit Competition and Bronze at the International Spirits Challenge, both in the Dark Rum class. It also won Bronze in the Spiced Rum class at the IWSC.

The brand's emotive new advertising campaign will include digital, print and TV advertising in several countries by the end of 2016.

A JOYFUL JOURNEY AT THE HEART OF CARIBBEAN



ABOUT BARDINET

Founded in 1857, BARDINET is now part of Group LA MARTINIQUAISE, a leading independent French spirits group selling a wide product range in more than 100 countries with a turnover of €980million.

BARDINET produces and distributes major brands worldwide including RHUM NEGrita, SIR EDWARD'S, BARDINET BRANDY and GLEN MORAY SINGLE MALT.

We have more than 150 years of expertise and a passion for creating brands which have conquered the world.

For more information, please contact:

NEGrita Brand Manager

Marion DIVARET

marion.divaret@bardinet.fr