

Think before you drink



Bacardi

supporting the
US blockade of
Cuba since 1962

Selling the lie

BACARDI IS THE world's largest rum company and one of the biggest producers of spirits in the world, with sales valued at over \$5 billion per year. But is its popularity deserved?

Bacardi regularly markets its rum as authentically Cuban, emphasising the fact that it was established in Cuba in 1862. However, Bacardi is neither produced nor consumed in Cuba and since the revolution in 1959, the Bacardi company has consistently acted to reinforce the United States' blockade of Cuba.

With the growing popularity and public awareness about real Cuban rums such as Havana Club, Bacardi have been forced to rewrite their sales pitch.

They sell themselves as exiles of the Cuban Revolution with an 'untameable' spirit for survival. What their advertising fails to mention is just how ruthless they have been in trying to destroy the spirit of the Cuban people by attacking the Cuban economy and supporting the inhumane and illegal US blockade of Cuba since 1962.

"For over a year, these sanctions have represented a real obstacle to the procurement of mechanical ventilators, face masks, diagnostic kits, reagents, vaccination syringes, and other necessary materials to address COVID-19."

Oxfam report, 2021

In May 2021 Oxfam, the international development agency, called for an end to the blockade which it said "restricts access to suppliers of medicines, technology, food, and other essential products."





Bacardi and the US blockade

SINCE 1962 CUBA has suffered an illegal trade blockade imposed by the United States. This has cost the economy more than \$1.3 trillion dollars and denied its people access to vital medicines and technical equipment. The United Nations has condemned the inhumane US policy in 30 consecutive votes.

The Bacardi company openly supports the blockade. In 1996, senior Bacardi officials were instrumental in support for the Helms Burton Act. This law made it an offence for foreign firms to invest in properties nationalised by Cuba's revolutionary government, including Bacardi's former properties. In US congressional circles the legislation was referred to as the 'Bacardi bill'.

Not content with amassing millions of dollars in profit, Bacardi is trying to sabotage the Cuban economy further by stopping the country from exporting its acclaimed Havana Club rum. It has warned foreign drinks firms not to invest in their former companies in Cuba and lobbied through the courts for it to be awarded the 'Havana Club' brand name in the EU and US. This has been denounced as piracy by the Cuban government.

The truth behind the Bacardi brand:

In his exposé of the company's campaign against the Cuban Revolution, the Colombian journalist, Hernando Calvo Ospina, showed how Bacardi:

- devoted millions of dollars to the destabilisation of the country,
- funded organisations with links to violent exile groups responsible for attacks against Cuba
- gave critical support to tighten the blockade through the Helms-Burton Act of 1996.

See Bacardi – The Hidden War for more information.

What you can do:

- Tell your friends and family the truth about Bacardi and encourage them to stop drinking it.
- Hand out this leaflet outside bars, clubs and venues that have a Cuban theme but stock Bacardi instead of authentic Cuban rum.
- Get your local pub, university or trade union bar, supermarket or corner shop to stop stocking Bacardi.
- Join the Cuba Solidarity Campaign, and help us campaign for an end to the US blockade of Cuba. For further details please complete and return the form overleaf.

Don't drink Bacardi!

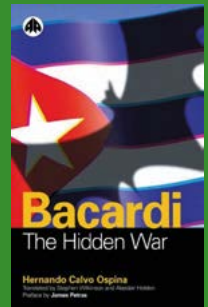
Make sure your Cuban cocktails – Mojitos, Daiquiris and Cuba Libres – are made with authentic Cuban rum.

Not only will they taste better, but you will also be showing solidarity with Cuba.



**Visit the
Boycott Bacardi
pages on
our website
for more
information**

FIND OUT MORE Bacardi the Hidden War



Read this expose of the anti-Cuba activities of the Bacardi rum company available at cuba-solidarity.org.uk

YES, I WANT TO SHOW SOLIDARITY WITH CUBA

I'd like to join the Cuba Solidarity Campaign

Membership category

£8 unwaged ☐

£20 waged ☐

**FREE Che bag,
badge & quarterly
magazine for
new members!**

I'd like to make a donation of

£10 ☐

£25 ☐

£50 ☐

other £

Name & address:

Postcode:

Phone:

Email:

I wish to pay by direct debit

Please debit my account annually by

☐ £8

☐ £20

other £

or monthly by

☐ £5

☐ £10

other

£

(minimum of £5 if paying monthly please)

Annual and monthly debit will be made on 15th of the month from when membership is due.

or ☐ I wish to pay by card £

Card no

Expiry date

Security Code

or ☐ I wish to pay by cheque. I enclose a cheque for £ payable to CSC



Instruction to your Bank or Building Society

Please fill in the form and send to:
CSC, c/o Unite, 33-37 Moreland St,
London EC1V 8BB

Service user number



Name(s) of account holders

Bank/building society number

Branch sort code

To the Manager

Bank/Building Society:

Address:

Postcode:

Please pay Cuba Solidarity Campaign Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee.

I understand that this Instruction may remain with Cuba Solidarity Campaign and, if so, details will be passed electronically to my bank/building society.

Signature(s)

Date:

For internal use only
Reference number

Banks and building societies may not accept Direct Debit Instructions for some types of account.

You can also join or donate online at www.cuba-solidarity.org.uk

IF YOU THINK BACARDI IS CUBAN



The classic Cuban cocktails should be made with authentic Cuban rum, regardless of what the adverts might lead you to believe.

THINK AGAIN



Check the bottle

Authentic Cuban rum has a green Cuban Government seal of guarantee on the front of the bottle. Make sure the rum you buy and drink is the genuine spirit of Cuba. Only real Cuban rums carry this label.



END THE BLOCKADE

Join the Cuba Solidarity Campaign today!

Despite enduring 60 years of an illegal US blockade the Cuban people enjoy some of the highest levels of health, education and social protection in the Americas. Cuba's international brigades offer free health and education for the poorest and most vulnerable on the planet and a symbol of hope that a better world is possible.

CSC campaigns to end the blockade, defend the Cuban people's right to self-determination free from foreign intervention, and for the return of Cuban land illegally occupied by the US at Guantánamo Bay. **Please support our work by joining or donating today.**

**FREE Che
bag, badge
& quarterly
magazine for
new members!**



 Cuba Solidarity Campaign

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