



SOME MEN
FOLLOW
RULES

OTHERS FOLLOW THEIR
SENSES

JUAN PIÑERA AND OUR OTHER MAESTROS DE RON SPEND YEARS HONING THEIR SENSES OF SIGHT, SMELL, AND TASTE. ONLY THEN ARE THEY TRUSTED TO AGE, SHAPE AND BLEND BACARDÍ RUM TO MATCH THE EXTRAORDINARY STANDARDS OF FLAVOR, CHARACTER AND CRAFTSMANSHIP SET BY DON FACUNDO BACARDÍ MASSÓ IN 1862.

 **BACARDÍ**
UNTAMEABLE
SINCE 1862

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