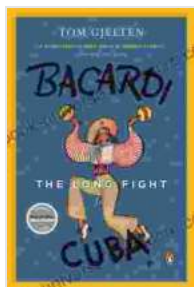


Bacardi: The Long Fight for Cuba

The story of Bacardi, the world's largest rum company, is inextricably linked to the history of Cuba. From its humble beginnings in Santiago de Cuba in 1862, Bacardi has grown into a global empire, but its roots remain firmly planted in the island nation.



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

★★★★☆ 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



The company was founded by Don Facundo Bacardi Massó, a Spanish immigrant who came to Cuba in 1830. Bacardi began experimenting with rum making in 1862, and in 1870 he launched his first product, a light-bodied rum that he called "Bacardi Superior."

Bacardi's rum quickly became popular in Cuba, and the company soon expanded its operations to other countries in the Caribbean and Latin America. In 1898, the Spanish-American War brought an end to Spanish rule in Cuba, and the country became a U.S. protectorate.

The U.S. occupation of Cuba had a profound impact on Bacardi. The company's sales soared as American soldiers stationed in Cuba developed a taste for Bacardi rum. Bacardi also began to export its rum to the United States, and by the early 1900s, Bacardi was one of the most popular rum brands in the world.

In 1933, the Cuban Revolution brought Fidel Castro to power. Castro's government nationalized Bacardi's assets in Cuba, and the company was forced to move its operations to the United States.

The Bacardi family continued to fight for their company, and in 1996 they won a \$191 million settlement from the Cuban government. The Bacardi family has also been active in supporting the Cuban resistance movement, and they have donated millions of dollars to organizations that are working to bring about democracy in Cuba.

Today, Bacardi is a global company with operations in more than 150 countries. The company's headquarters are located in Bermuda, and it has production facilities in Puerto Rico, Mexico, and Spain.

Bacardi's rum is still one of the most popular rum brands in the world, and the company continues to grow its business. The Bacardi family's long fight for Cuba is a testament to their resilience and determination.

The Bacardi Building

The Bacardi Building is a historic landmark in Havana, Cuba. The building was completed in 1929, and it was once the headquarters of the Bacardi rum company.

The Bacardi Building is a masterpiece of Art Deco architecture. The building is faced with white marble and has a distinctive ziggurat shape. The interior of the building is equally impressive, with a grand staircase and a soaring atrium.

The Bacardi Building was nationalized by the Cuban government in 1960, and it is now used as a government office building.

The Bacardi Museum

The Bacardi Museum is located in the Bacardi Building in Havana, Cuba. The museum tells the story of the Bacardi family and the company they founded.

The Bacardi Museum is a must-see for anyone interested in the history of Cuba or rum. The museum has a wide variety of exhibits, including a replica of the original Bacardi distillery and a collection of Bacardi advertising.

The Bacardi Family

The Bacardi family is one of the most prominent families in Cuba. The family's patriarch, Don Facundo Bacardi Massó, founded the Bacardi rum company in 1862.

The Bacardi family has been involved in the rum business for five generations. The family has also been active in politics and philanthropy.

The Bacardi family is a symbol of Cuban resilience and determination. The family's long fight for their company is a testament to their strength and character.

Bacardi Limited

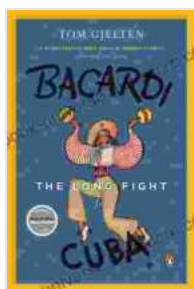
Bacardi Limited is the parent company of the Bacardi rum company.

Bacardi Limited is a publicly traded company, and its shares are listed on the New York Stock Exchange.

Bacardi Limited is one of the largest spirits companies in the world. The company's portfolio includes a wide range of spirits, including rum, whiskey, vodka, and gin.

Bacardi Limited is a global company with operations in more than 150 countries. The company's headquarters are located in Bermuda, and it has production facilities in Puerto Rico, Mexico, and Spain.

Bacardi Limited is a dynamic and growing company. The company is committed to innovation and excellence, and it is well-positioned for continued success in the global spirits market.



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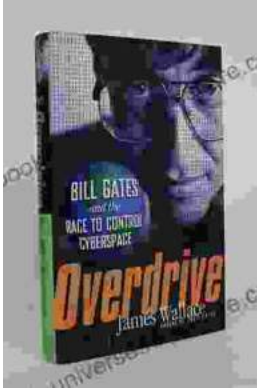
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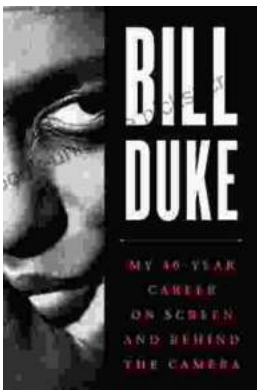
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