

“What’s New” for Bacardi USA at APEX

A Sub-Zero Sensation!!!

Bacardi Arctic Grape Flavored Rum

New to the Bacardi Flavored Rum family is Bacardi Arctic Grape, this new flavor is anticipated to join the ranks of the other recently released and highly successful Bacardi flavors like Dragonberry, Torched Cherry and Rock Coconut. Made from the Arctic berry, also known as the Lingon berry, it's native to the Arctic Tundra throughout the Northern Hemisphere from Eurasia to North America.

Offers aromas of chilled refreshing white grapes along with exotic tart aromas of Arctic berries. Displays unique bold flavors of white grape with essences of Arctic berries that tantalizes and refreshes the palate. Great as a single mixer or straight as a shot.

Available in 50ml, 200ml, 375ml, 750ml & 1.75L



Get ready for summer!

Introducing Bacardi's new Classic Cocktail Hand Shaken Daiquiri

Joining Bacardi's ultimate home entertaining, ready to serve Classic Cocktail lineup is the Bacardi Hand Shaken Daiquiri. This pre-made cocktail offers legendary Daiquiri taste in a convenient ready to serve package—perfect for entertaining at home. Other great flavors include Strawberry Daiquiri and Pina Colada.

Available in 750ml and 1.75L



“Like” Bacardi?

Bacardi launches “Bacardi Together”

Facebook Giveaway

Consumers will receive a free Bacardi t-shirt after going to the Bacardi Facebook page and they “like” Bacardi. This program launches April 1st!



Taste of Perfection...

Bacardi Reserva Limitada



Also known as the *Founder's Blend*, this multi-award winning, exquisite rum was originally created by the BACARDI Maestro de Ron (Rum Master) as a personal blend for the Bacardi family. Now available for the first time in the U.S.!

BACARDI Reserva Limitada is a blend of the finest BACARDI rums aged in lightly-charred American white oak barrels for 12 years. Only two batches are blended per year, **so this product is extremely limited!!**

Just in time for summer...

MARTINI Moscato d'Asti

As the largest wine producer in Italy, MARTINI has been at the helm of Italian wine crafting since 1863.

Made from 100% Moscato Bianco grapes, MARTINI Moscato d'Asti grapes grow within a unique geographical area. They adhere to higher quality standards that classify MARTINI Moscato d'Asti as D.O.C.G. — the highest quality and origin standard established by the Italian government, and reserved for fewer than forty Italian wines.

Tasting Notes

AROMA: Floral notes

PALATE : Crisp to balance the naturally sweet, fully ripe fruit taste of the grapes

USAGE : Chilled in a white wine glass, or mixed with GREY GOOSE® Vodka or Flavored Vodkas

PAIRING: Flavorful, rich meals, desserts and complementary sweet dishes



Don't forget May 5th is Cinco De Mayo! A significant day when Hispanics celebrate their heritage and pride. Look to launch your summer tequila selling season with **CORZO and Cazadores**. Apex Distributing will be assisting retailers when we launch the tequila selling season with the 2nd annual Tequila Tour! We will announce dates and venues in the coming weeks.

Ask your sales person about the upcoming Cinco De Mayo tequila deals...



Please Drink Responsibly