

CRAFTING THE PERFECT COCKTAIL

A Bacardi USA, FIU Chaplin School, and CasaCuba
Partnership Experience

FIU

FLORIDA INTERNATIONAL UNIVERSITY

Chaplin School of
Hospitality & Tourism
Management



BACARDI

FIU and Bacardi

Since its start more than 150 years ago in Santiago de Cuba, family-owned Bacardi created the first mixable rum, pioneered a cocktail culture, and emerged in more than 170 markets globally to become the largest privately held spirits company in the world.

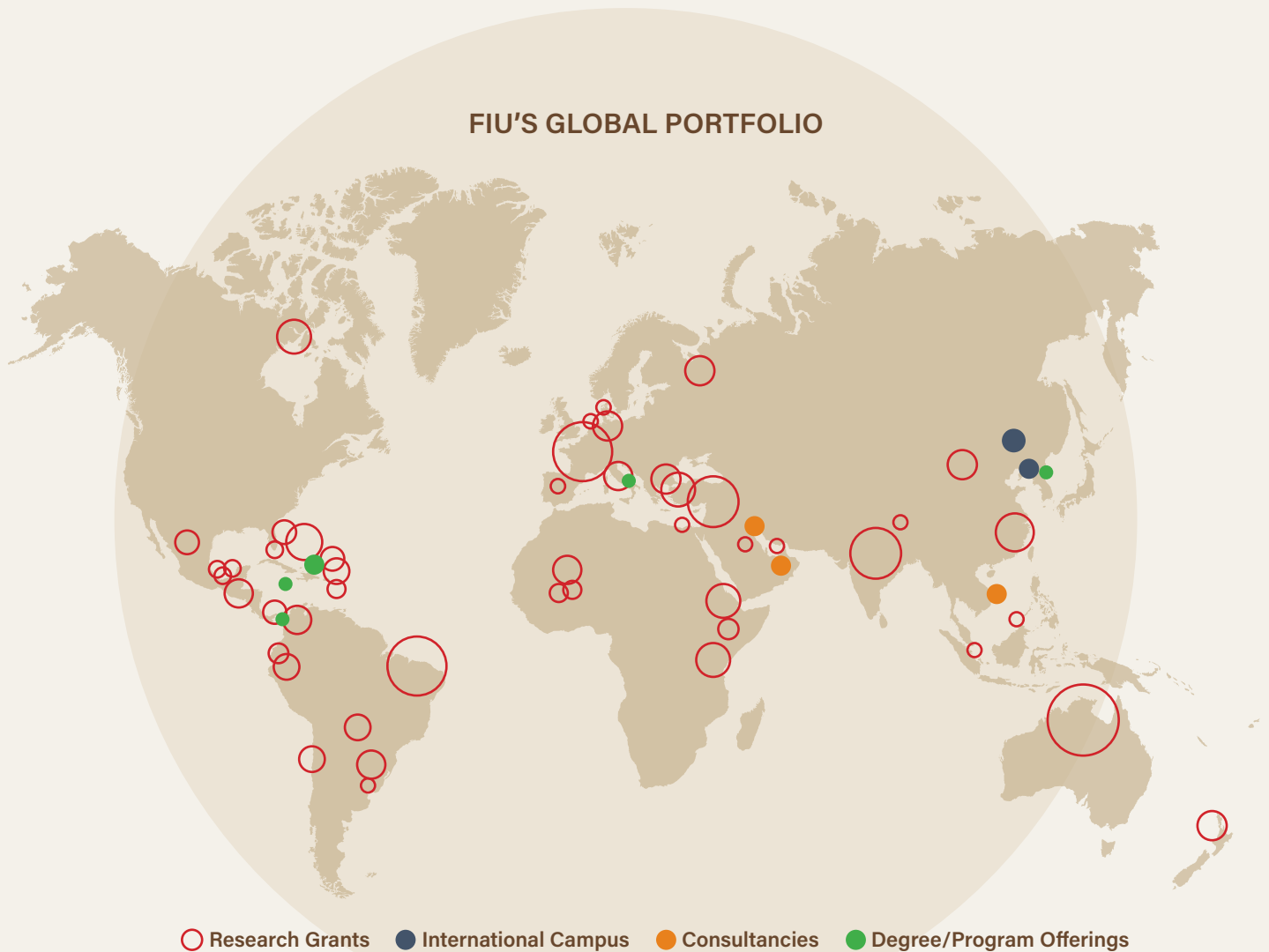
Less than 50 years old, FIU's bold rise places it among the nation's top 100 public universities (*U.S. News & World Report, 2019*) and the top 3% of U.S. research universities Carnegie-designated as "R1" for Very High Research Activity. Worlds Ahead, FIU has a global footprint, with campuses, degree programs, research collaborations, study abroad opportunities, and consultancies around the world.

CasaCuba

Serving a city shaped by Cuban immigrants that today is home to nearly one million Cubans, FIU has a longstanding connection to this community. It also has extensive Cuba expertise, boasting one of the largest concentrations of Latin American and Caribbean Studies scholars in the country, spanning many disciplines and colleges. Harnessing our research strengths and the momentum of our brand-new CasaCuba initiative, FIU will be the premier hub for Cuban research and culture.

Two anchor institutions with strong roots in Miami, we have an opportunity to come together and do something BOLD—for our community, industry, and education.

FIU'S GLOBAL PORTFOLIO





The Chaplin School

Started in 1972 by hospitality legends, the Chaplin School of Hospitality and Tourism Management has been built by and for industry. Through synergistic partnerships with hotels and resorts, casinos, food and beverage companies, distributors, retail outlets, and events, the school dynamically connects its students, faculty, and alumni with industry. Ranked No. 1 in the nation in awarding hospitality management degrees to Hispanic and African American students (*Diverse Issues in Higher Education*, 2018) and with over 70% of students being female, the school adds to the region a diverse pipeline of nearly 2,000 hospitality students.



Groundbreaking, from left: Wayne Chaplin, Dean Tony Marshall, Harvey Chaplin, and Mel Dick.



Hospitality School in the Southeast U.S.
(CollegeFactual.com).

Online Hospitality Management Program in the U.S.
(BestColleges.com).

Best Value Online Hotel Management Program in the U.S.
(AffordableCollegesOnline.org).

Hospitality Management program in China:
Marriott Tianjin China Program.



From left: Former Chaplin School Dean and past President of the National Restaurant Association (NRA) Mike Hurst, former Dean Tony Marshall, past President of the NRA and former VP of Global F&B for Walt Disney Resorts Regynald Washington '74, and Associate Dean Rocco M. Angelo, presenting alumnus Regynald with an FIU award at the NRA Convention in Chicago (late 1980s).

The Right Ingredients

Mixing one part Bacardi, one part Chaplin School, and one part CasaCuba, FIU seeks to fully embrace the bold Cuban spirit, bringing cultural heritage, academia, and industry together in an innovative and immersive partnership experience. Together, we will imprint the Bacardi family legacy across FIU and infuse the Bacardi-FIU partnership in our educational programs. A full-bodied partnership experience, hospitality students and industry will encounter Bacardi as a driver of cutting-edge research, innovative internships, and a first-ever Bacardi-branded spirits curriculum. This Bacardi-FIU partnership will be revealed across two FIU campuses—with the possibility of a third in Tianjin, China—over a phased engagement that will peak with the grand opening of CasaCuba at FIU.

THIS IS THE PERFECT COCKTAIL.



BACARDI®

This singular opportunity will elevate the **past**—
history, family, legacy, and Bacardi's brand story;
impact industry **today**—
through bartender engagement, food and beverage, and research;
and transform its **future**—
through education and innovation.

Bacardi Center of Excellence

Among the best hospitality schools in the world, the Chaplin School has four undergraduate and graduate degree programs and the Marriott Tianjin China Program. A leader in hospitality management education, the Chaplin School is distinguished by its expertise in food and beverage, including 15 specialty courses in beverage management, wine, and brewing; a Coca-Cola Endowed Professorship; the J. W. Weiss Wine Laboratory in the Southern Wine & Spirits Beverage Management Center; a 140-seat Wine Spectator Restaurant Management Laboratory, home to our teaching restaurant, teaching bar, Mel Dick Wine Tower, and Badia Spices Food Production Laboratory; the Brewing Science Laboratory; the Quirch Foods Hub; and the Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF), ranked the No. 1 U.S. food and restaurant industry event by BizBash. With these assets, the Chaplin School has the most expansive beverage management program in the country.



Brewing Science Laboratory



Southern Wine & Spirits Beverage Management Center

Undergraduate Programs

BS in Hospitality Management, with six tracks:

- Beverage Management
- Culinary Management
- Event Management
- Hotel/Lodging Management
- Restaurant/Food Service Management
- Travel and Tourism Management

Graduate Programs

MS in Hospitality Management, with three specializations:

- Hospitality Real Estate Development
- Mega Events
- Revenue Management

Joint Degree in International Real Estate and Hospitality Management

Executive MS in Hospitality Management



Mel Dick Wine Tower



Together with Bacardi, we seek to create a Bacardi Center of Excellence that will complement our assets and bring spirits education and research front and center at the Chaplin School. This Center of Excellence will provide opportunities for a Bacardi-branded soft launch of CasaCuba on the Biscayne Bay Campus—CasaCuba@Chaplin. Once CasaCuba is built, the Chaplin School and the Bacardi Center of Excellence will have a consumer-facing presence at a permanent Bacardi-branded space—Chaplin@CasaCuba.



Bacardi Center of Excellence Directorship

To inaugurate our partnership, Bacardi and the Chaplin School will identify and select a faculty director to lead the Center of Excellence and activate our partnership. **The Bacardi Directorship** will be a non-endowed position for a top beverage scholar with extensive spirits experience. The directorship will continue in perpetuity at the school and will be supported by a Program Assistant.

Bacardi Beverage Innovation Fund

The Bacardi Center of Excellence will give Bacardi broad access to FIU faculty. At the beginning of each year, the Bacardi Director will collaborate with Bacardi executives to determine what issues the Center of Excellence will solve for industry. The Bacardi Beverage Innovation Fund will be used to tackle these challenges, engaging Bacardi Fellows and supporting Bacardi Scholars, who will work on projects. Faculty, students, and the community will also have the opportunity to propose projects, with a Bacardi-FIU committee making awards annually. Possible project topics include beverage trends and consumer habits research, consumer preference testing around staged experiences, cocktails sensory testing, advocacy, and field experiments.

Opportunities for collaboration across the university include Internet of Things (IoT) and artificial intelligence R&D for the spirits industry and collaboration with FIU's Institute of Water and Environment to develop solutions to water-intensive beverage production processes. Co-authored by Bacardi and FIU faculty, the research will be published in the online *International Hospitality Review*, Chaplin's open access quarterly journal. The Chaplin School can also secure trade journal placements for Center research articles.

Bacardi Fellows

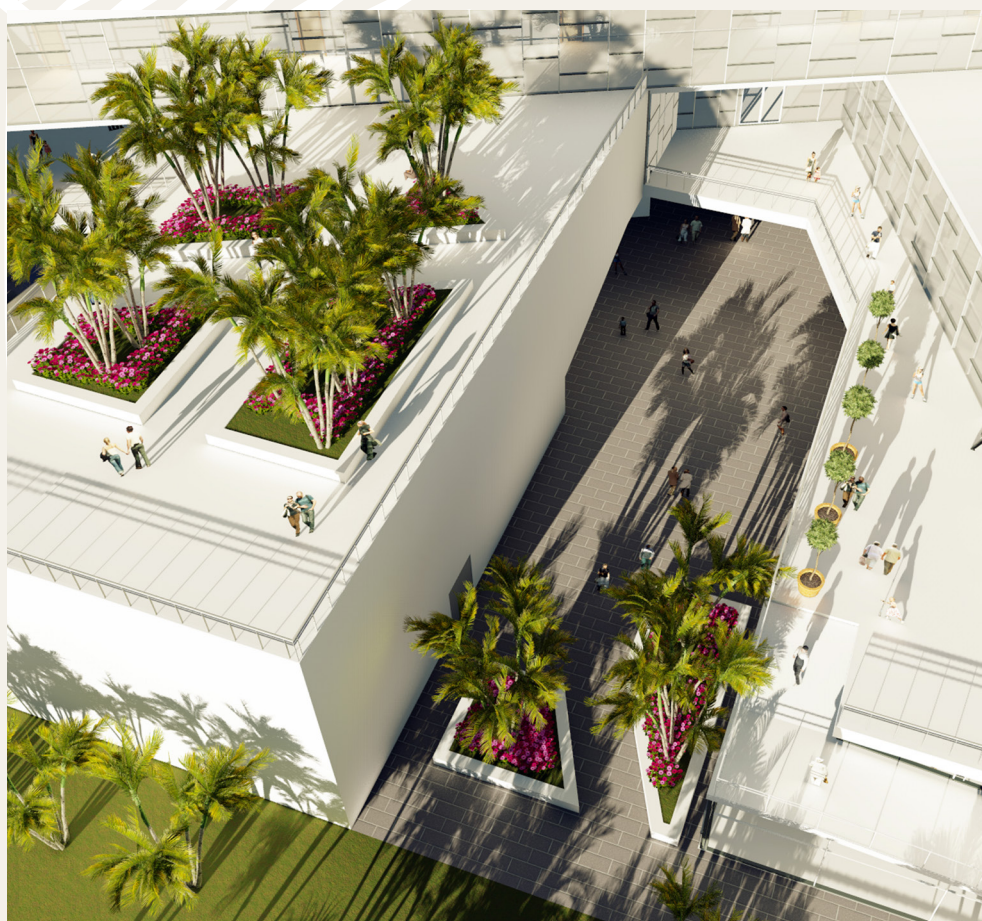
The Center of Excellence will also attract distinguished faculty fellows from industry or academia, known nationally or globally, who will brand our expertise in spirits. Together, we will select Bacardi Fellows for their stellar industry background, passion for spirits, and strong research profile, elevating the Bacardi Center of Excellence as a hub for innovative spirits research in the areas of experience, consumer preferences, packaging, water and sustainability, advocacy, and technology.

Excellence

A Perpetual Bacardi Presence at CasaCuba

When CasaCuba opens its doors to the public in 2022, it will include a Bacardi-branded space that celebrates the legacy of the family and 150+ years of expertise in rum-making. This will be a dedicated, permanent space for a founding CasaCuba partner. Functionally Chaplin@CasaCuba, this space will serve as the face of our partnership to the community as we tell the Bacardi family's story of impact and activate the space as a consumer/community-facing experiential hub for the Bacardi Center of Excellence. Chaplin@CasaCuba will expand the Chaplin School's physical presence to the Modesto A. Maidique Campus, with opportunities to co-host industry events, hold beverage courses for FIU students, create mixology workshops for bartenders and guests alike, and conduct consumer preference testing.

This will be a living and breathing space, forever evolving as FIU and Bacardi continuously co-create and re-invent it to reflect innovations in spirits and the next iteration of our partnership.



CasaCuba Advisory Board

Agustín Arellano Sr.

Ray Rodríguez

César Álvarez

Néstor Carbonell Sr.

Jacqueline Dascal Chariff

Alfonso Fanjul Jr.

George Feldenkreis

Andy García

Alberto Ibarguen

Jorge Mas

Lily Prellezo

Claudia Puig

Mark B. Rosenberg

Eduardo M. Sardiña

José J. Valdés-Fauli

CasaCuba

CasaCuba is a place to share and preserve Cuba's rich history and heritage, a global forum where top Cuban scholars and policymakers from around the world can meet and share their ideas, a vibrant education center where students and professionals will find learning resources and mentorship, and a dynamic space to showcase Cuban arts and culture. CasaCuba is truly a home where we can all find our roots and envision a shared future as one people.



Learner Engagement

Bacardi Spirits Management Track

Next on the menu, blend one part industry expertise via Bacardi and one part premier beverage management program via the Chaplin School, and the result is a top-shelf spirits education program at FIU. Together, we will create a new Spirits Management Track for Chaplin’s BS in Hospitality Management. From tracking spirits trends to responsible alcohol service, from chef-crafted cocktails and culinary pairings to staged consumer experiences, we will co-create courses that give students the expertise needed to pursue management careers in all sectors of the industry. Classes can be held at Bacardi headquarters to create memorable brand impressions. These spirits classes will be the place where FIU students—the spirits consumers and on-premise beverage managers of the future—learned how to make and appreciate cocktails using Bacardi products.

RAISE YOUR GLASS

**To a New Spirits
Management Track at FIU**

Bachelor of Science in Hospitality Management:

- 60 Credits - Lower Division Preparation
- 33 Credits - Core Hospitality Requirements
- 27 Credits - Beverage Management Track Electives:
 - 2 Beverage Fundamentals Courses
 - 3 Brewing Science Courses
 - 6 Spirits Courses**
 - 10 Wine Courses

120 Credits + 500-Hour
Industry Experience
Requirement

BacardiTeach

The Chaplin School can also engage corporate learners and other industry professionals through a variety of educational programs:

- For-credit certificate programs
- One-credit POD (Program on Demand) courses that immerse students in onsite spirits experiences
- Seminars
- Credit-bearing training programs for Bacardi
- Online education or micro-credentialing programs that leverage our top-ranked online programming, with employee scholarships offered as a benefit to Bacardi’s on-premise partners
- Mixology masterclasses open to the public

In-Kind Opportunities

An investment in this new Spirits Management Track can be accompanied by in-kind support, from use of donated Bacardi products to teach the spirits curriculum to the designation of Chaplin as an exclusive Bacardi-serving school.



Learner Engagement

The Bacardi Classroom

Consumers are attuned to brands that tell meaningful stories, and they are attracted to authenticity. In the Bacardi Classroom at Chaplin's Southern Wine & Spirits Beverage Management Center, Bacardi is invited to wrap its many-branded stories on the classroom walls, refreshing the design every semester and staging the experience to make the brands memorable. A physical manifestation of CasaCuba@Chaplin, the emblazoned walls can tell the story of a spirit's ingredients, from the unique strain of yeast that Don Facundo Bacardí Massó found growing in the sugarcane fields outside Santiago de Cuba, to responsible sourcing of sugarcane-derived products and packaging materials. All core classes are held in this space, creating an emotional connection and brand loyalty between Bacardi brands and Chaplin's future on-premise professionals.



On-Premise Panthers

The majority of Chaplin School alumni work in operations—hotels and resorts (28%), food and beverage (24%), and events (10%)—in management positions where they influence buying decisions. Building brand affinity with these future decisionmakers in the Bacardi Classroom broadens Bacardi's consumer reach. These Chaplin students will join the ranks of our school's top alumni:

Daniel Allen '16, former Florida Chains Sales Execution Director at Southern Glazer's Wine & Spirits, leading the Bacardi account

Alba Castillo '95, VP, Community and Stakeholder Relations at The Coca-Cola Company

Phil Goldfarb '79, President and COO for the Fountainebleau

Andrew Kaplan '03, VP of Culinary Operations, Rachael Ray, and Co-Founder/Director of Rachael Ray's Yum-o!



Spirits Startups

The Bacardi-FIU partnership can also make a splash in the bartender entrepreneur community. With a proven track record in helping food entrepreneurs build and grow successful businesses, Citi Foundation-funded StartUP FIU Food can help mixologists and craft spirits entrepreneurs make the shift from bartender to business owner, with Bacardi as the exclusive kickstarter for an inaugural cohort.



Skarlet Beverage Company, a participant in StartUP FIU Food's Food Incubator.



Organization Host and Executive Producer of *Beyond the Plate* podcast

Michael Kappit '92, former CMO for Bloomin' Brands, current President of Carrabas

Paul Livrieri '85, EVP for Darden Restaurants

Steven Minor '10, Beverage Director for 1 Hotel South Beach

Serge Rivera '85, former President of the Americas for Starwood

Adam Stewart '03, CEO of Sandals

Gabriel Urrutia '04, part of TEAM Enterprises as the Bacardi Single Malts Ambassador

Regynald Washington '74, former VP of Global F&B, Walt Disney Resorts

Learner Engagement

Bacardi Scholars

Bacardi and FIU can select an elite cohort of Bacardi Scholars for a multiyear blended scholarship program. Students will receive scholarship support while being immersed in experiential learning opportunities with Bacardi, including mentorships, internships, apprenticeships, and ambassadorships. These engagements will spark out-of-the-box thinking on projects that benefit Bacardi's bottom line and deepen its consumer reach. Toward that end, Bacardi Scholars, executives, and the Bacardi Director will collaborate on cutting-edge beverage research topics and experiences. Graduating with a deep portfolio of achievements and hands-on industry experiences, these Bacardi Scholars will be highly sought-after decisionmakers in hospitality and food and beverage management.



The Carnival Foundation has supported the Carnival Gold Scholars program since 2014, making it possible for new students every year to pursue and complete their hospitality degrees unhindered by financial need.

1,924
Chaplin Students
(Spring 2019)

37% Hispanic or Latino
26% International
10% Black or African American

70% Female
41% 18-21 years old
37% 22-25 years old



Mentoring by industry helps students develop their networks, gain an insider perspective, and explore their professional interests.



Hackathons, Case Studies, and Projects

The Bacardi Director can host competitions and hackathons on key spirits industry and supply-chain topics that engage students across FIU. The Director can also lead students, faculty, and industry representatives in the co-production of deliverables with Bacardi, including white papers, case studies, and other projects.

Internship Program

Bacardi can innovate a unique Supply-Chain Internship program in collaboration with industry partners like Southern Glazer’s Wine & Spirits and Fontainebleau Miami Beach, exposing Chaplin students to the entire supply chain.

The Bacardi Experience

Through a wide range of learner engagement strategies and experiential learning opportunities, all students at the Chaplin School and many others at FIU will be touched by the Bacardi-FIU partnership experience.



Chaplin students gain valuable experience alongside industry at the Food Network & Cooking Channel SOBEWFF, pictured here at the Bacardi Beach Carnival event in 2019.



Chef Andrew Zimmern on the Bacardi Beach Carnival stage with band members.



Bacardi Beach Carnival host and celebrity chef Andrew Zimmern with guest.



FIU Partners

- Bacardi
- Southern Glazer’s Wine & Spirits
- Wine Spectator
- The Coca-Cola Company
- Loews Hotels
- Fontainebleau Miami Beach
- sbe Entertainment Group
- Marriott
- Hilton
- Hyatt
- Hard Rock Hotel
- MGM Resorts
- Caesars Entertainment
- Walt Disney World
- Carnival Corporation & plc
- Royal Caribbean International
- Compass Group
- Darden
- Bloomin’ Brands
- Red Robin
- Quirch Foods
- Badia Spices
- Walmart



Impact Investment

The impact of Bacardi's investment in our partnership experience will be broadly evident, revealed through a series of phases:

Phase 1

- As we announce the Bacardi-FIU partnership to the world, our brands come together at the Bacardi Center of Excellence, a CasaCuba@Chaplin venture led by the Bacardi Director.
- High-profile Bacardi Fellows convene with the Bacardi Team to identify priority projects of impact. They solve challenges for Bacardi and industry in collaboration with the Bacardi Director, Bacardi Scholars, FIU students, FIU faculty from many disciplines, and industry. From increasing Bacardi's bottom line to publishing cutting-edge research, the Bacardi Center of Excellence will be industry's go-to resource for spirits expertise.
- Bacardi has access to the best and brightest students at FIU, giving it a first-mover advantage as executives collaborate with students via internships, project-based work, student activations, and hackathons.

Phase 2

- Bacardi Scholars, FIU students, and Bacardi Interns engage in customized and immersive hands-on learning experiences—at FIU, Bacardi, and other industry locales, and in the community—primed for post-graduation hospitality management positions.
- Through BacardiTeach, industry and Bacardi employees have new spirits education programs, including a BS in Hospitality with a Bacardi Spirits Management Track and possible for-credit certificate programs, one-credit POD courses that immerse students in onsite spirits experiences, seminars, credit-bearing training programs for Bacardi, and mixology masterclasses.
- With the debut of our innovative Bacardi-FIU partnership at a ribbon-cutting at the Food Network & Cooking Channel SOBEWFF, the Bacardi Center of Excellence gains maximum industry visibility.
- Bacardi-FIU co-brand cultural experiences around South Florida, including the Food Network & Cooking Channel SOBEWFF and Art Basel in Miami, giving Bacardi many opportunities to engage new consumers and the local community at venues they care about.
- Brand affinity is strengthened as Chaplin alumni in key cities like New York City, Chicago, San Francisco, and Los Angeles experience the Bacardi-FIU partnership through co-hosted networking events and as more than 1,900 Chaplin students take classes in the Bacardi Classroom every year.
- The first class of Bacardi Scholars graduates.

Phase 3

- We officially launch with Bacardi's permanent community-facing space at CasaCuba. Together, we co-create guest experiences so that the South Florida community, visitors from around the world, and FIU students learn about the Bacardi family and its corporate legacy.
- The Bacardi Center of Excellence publishes research in collaboration with Bacardi.
- The first Bacardi Spirits Management Track graduates walk across the stage at commencement, fully connected to the Bacardi culture.



Return on Investment

In five years, our bold partnership will deliver continuous returns on Bacardi's investment:

- The Bacardi-FIU partnership creates unexpected synergies across FIU campuses—with existing FIU partners, among consumers, within the South Florida community, and across the hospitality industry.
- The Bacardi Spirits Management Track becomes the gold standard for spirits education in the United States and around the world.
- Partnerships between Bacardi and StartUP FIU Food create a pathway and opportunity for bartender entrepreneurs to launch new businesses, creating new spirits startups.
- A strong affinity for Bacardi makes its brands top of mind among generation after generation of Chaplin alumni, who have risen to top positions across the hospitality industry.
- The Bacardi space at CasaCuba provides perpetual opportunities to engage guests and students and activate the Bacardi Center of Excellence at Modesto A. Maidique Campus and in the community. As the industry evolves, so too will Chaplin@CasaCuba.

Partnership



A Timeline

Phase
1

Fall 2019

The Bacardi-FIU partnership begins.
Curriculum development begins.

The Bacardi Center of Excellence is established with a Bacardi Directorship. Together with the Bacardi Classroom, the Center creates a strong CasaCuba@Chaplin presence.

November 2019

Bacardi Fellows are selected.

Bacardi-FIU partnership roll-out in Miami and New York City.

Phase
2

January 2020

Founding cohort of Bacardi Scholars is selected.

February 2020

Public launch of the Bacardi-FIU partnership and ribbon-cutting at the Food Network & Cooking Channel SOBEWFF.

May 2020

First Bacardi Scholars graduate.

Bacardi-FIU alumni event in Chicago with the National Restaurant Association.

Spring 2020

Bacardi Fellows are announced.

August 2020

The BS in Hospitality with a Bacardi Spirits Management Track is launched, along with PODs, mixology masterclasses, and other BacardiTeach bartender educational offerings.

Second cohort of Bacardi Scholars is selected.

Phase
3

December 2020

Phase three begins with the CasaCuba groundbreaking.

Spring 2021

Third cohort of Bacardi Scholars is selected.

Ongoing recruitment and retention of Bacardi Fellows.

2021

First research article is published by the Bacardi Center of Excellence.

Fall 2021

Fourth cohort of Bacardi Scholars is selected.

May 2022

First Bacardi Spirits Management Track students graduate.

2022

The grand opening of CasaCuba and the permanent Bacardi-themed space elevate Chaplin@CasaCuba.





The Experience Economy

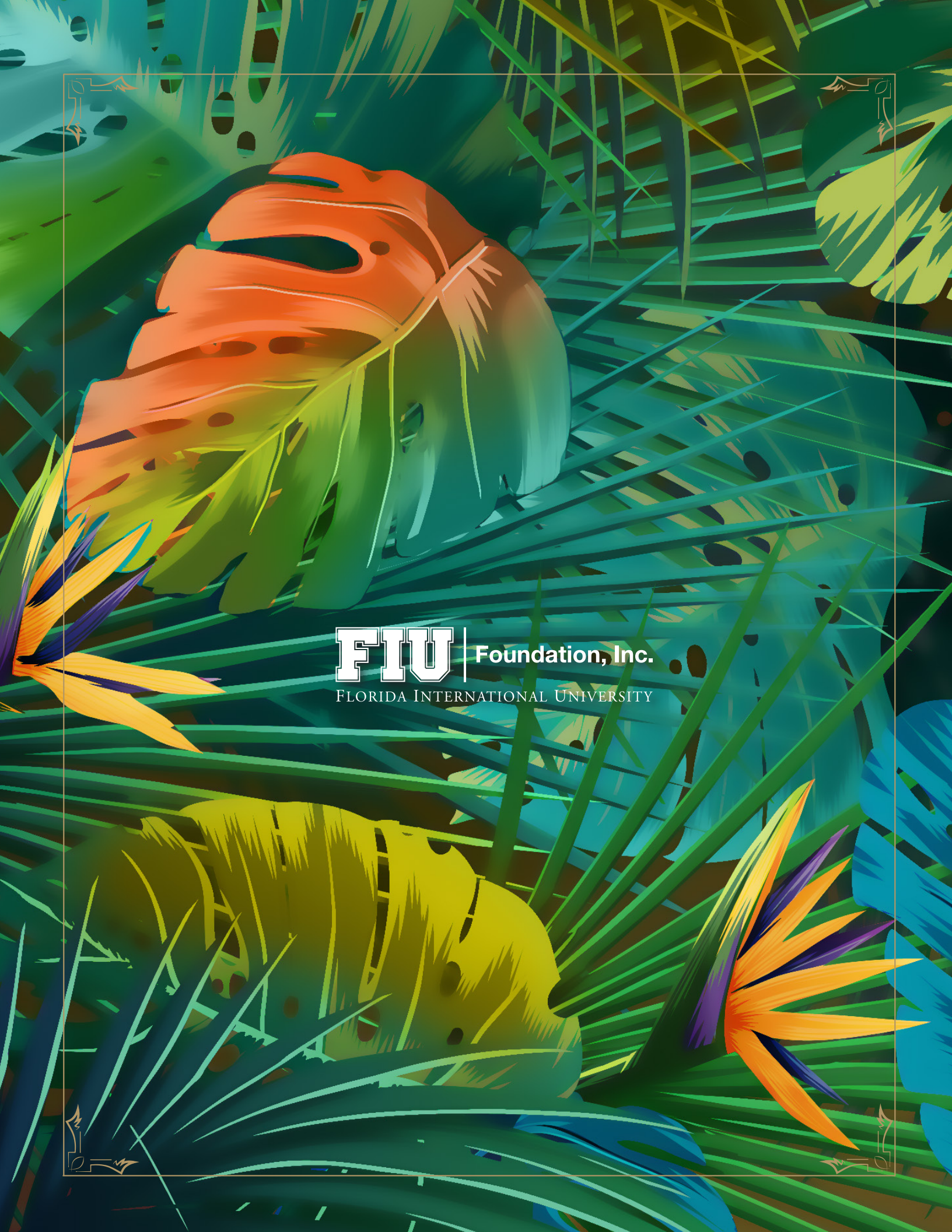
X@FIU

As the experience economy disrupts business as usual, businesses are embracing the paradigm shift—re-defining how they relate to consumers and engaging them in consumer-centric experiences.

Bacardi has a first-mover advantage in partnering with the Chaplin School at the early-launch phase of X@FIU, FIU's university-wide guest experience initiative. Together, we will design a partnership that incorporates guest experience concepts, reimagines the academy-industry partnership experience, and activates the entire hospitality supply chain, transforming the way we exchange expertise with each other and the way we teach and reach industry and consumers, and creating next-generation experts and initiatives for the experience industry in hospitality.



The Bacardi Beach Carnival experience at the Food Network & Cooking Channel SOBEWFF 2019.



FIU | Foundation, Inc.
FLORIDA INTERNATIONAL UNIVERSITY

Chaplin School of Hospitality and Tourism Management



Established in 1972 by hospitality legends, the Chaplin School of Hospitality and Tourism Management has been built by and for industry.

Nearly 2,000 students choose Chaplin for its outstanding reputation; expert faculty; innovative curriculum; and fast-track career opportunities in lodging, foodservice, and tourism industries. Our students get the opportunity to work alongside industry leaders in event management and logistics and with top chefs, vintners, and restaurateurs at the annual Food Network & Cooking Channel South Beach Wine & Food Festival, hosted by Southern Glazer's Wine & Spirits and FIU.



CasaCuba

CasaCuba is a place to share and preserve Cuba's rich history and heritage, a global forum where top Cuban scholars and policymakers from around the world can meet and share their ideas, a vibrant education center where students and professionals will find learning resources and mentorship, and a dynamic space to showcase Cuban arts and culture.

FIU
FLORIDA
INTERNATIONAL
UNIVERSITY

Bacardi and FIU Chaplin School Engagement Celebration

From first date and meeting the parents to finally popping the question, Bacardi and the FIU Chaplin School of Hospitality and Tourism Management have explored one another's strengths, identified our alignments, and come to appreciate what each partner brings to the table. To celebrate our recent engagement and get the party started, the Chaplin School has prepared this beverage menu exclusively for Bacardi.

HOUSE CREATIONS MENU

The Perfect Cocktail An All-Inclusive Experience

*The Perfect Cocktail is an extensive partnership that spans two campuses and drives innovations in spirits research, education, and community engagement. Through the Bacardi Center of Excellence at Chaplin School, led by the **Bacardi Director**, the partnership will generate cutting-edge spirits research and solve problems for industry. The **Bacardi Beverage Innovation Fund** will give students, faculty, and the community the opportunity to propose industry projects; fund **Bacardi Fellows**; and support the **Bacardi Scholars** program.*

*Bacardi will have a direct impact on education and future industry leaders through the **Bacardi Classroom** at Chaplin; a first-ever **Bacardi Spirits Management Track**; and **BacardiTeach**, which includes micro-credentialing opportunities for FIU students, Bacardi employees, and on-premise partners, and branded educational programming for bartenders.*

*Bacardi's role as founder of **CasaCuba** and Chaplin partner will be revealed through branding and programming at the Bacardi Center of Excellence (CasaCuba@Chaplin) and then at the grand opening of CasaCuba, with a permanent community-facing Bacardi-branded space to activate our partnership at MMC (Chaplin@CasaCuba).*

\$5,000,000

Cuba Libre A Learner Engagement Experience

***Cuba Libre** is a learner engagement experience with three key ingredients: the **Bacardi Classroom** at Chaplin; the **Bacardi-branded Spirits Management Track**; and **BacardiTeach**, including micro-credentialing opportunities for FIU students, Bacardi employees, and on-premise partners, and branded educational programming for bartenders.*

\$2,500,000

Bacardi Daiquiri An Innovation Experience

***Bacardi Beverage Innovation Fund**, giving students, faculty, and the community the opportunity to propose industry projects; funding research by the **Bacardi Fellows**; and supporting the **Bacardi Scholars** program, a blended scholarship and corporate-engagement opportunity for Chaplin's best and brightest.*

\$1,000,000

Chasers

Hackathons

Case Studies

Projects

Research Projects

White Papers

StartUP FIU Food Spirits Startups

Supply-Chain Internship Program

Mentorship Program

In-Kind Opportunities

Bacardi USA

Since its start more than 150 years ago in Santiago de Cuba, family-owned Bacardi created the first mixable rum, pioneered a cocktail culture, and emerged in more than 170 markets globally to become the largest privately held spirits company in the world. Bacardi has been owned by seven generations of Bacardí family members—descendants of the company’s founder, Don Facundo Bacardí Massó. Ranked for six consecutive years by Reputation Institute as among the World’s Most Reputable Companies, Bacardi values trust, passion, caring, and excellence.

The Bacardi-FIU engagement will fully embrace the Bacardi Cuban spirit, bringing cultural heritage, academia, and industry together in an innovative and immersive partnership experience. As two anchor institutions with strong roots in Miami, this engagement represents a singular opportunity to come together and do something bold—for our community, industry, and education.



BACARDI®