



## Spanish Supreme Court confirms ownership of Havana Club trademark by Havana Club joint venture

**Madrid, March 14, 2011**

The Spanish Supreme Court has just confirmed its previous decision from February 3, 2011 concerning the Havana Club case. Upon a further request from Bacardi, the Supreme Court has restated that the trademark Havana Club belongs to Havana Club joint venture (created between Pernod Ricard and Corporación Cuba Ron) and that Bacardi has no right to claim ownership of the trademark in Spain.

Havana Club joint venture has always successfully defended its ownership on the Havana Club trademark, registered in over 120 countries.

Since its formation, the joint venture has made Havana Club one of the most dynamic brands in the wine and spirits industry. The Havana Club brand is listed as the n°2 international rum brand worldwide (source IWSR, excluding the US market) and is the n°3 top Elite Brand on the rankings published by IWSR.

### **About Havana Club**

*Havana Club rum is among the fastest growing spirit brands worldwide, having experienced double digit growth nearly every year since the 1993 joint venture between the Cuban company Corporation Cuba Ron S.A. and the Pernod Ricard Group. The sales of Havana Club rum reached 3,77 million 9-liter cases in the fiscal year ending December 2010. In 2010, Havana Club ranked 22nd in the Impact Top 100 (source: Impact database of international brands of premium international spirits). Havana Club International is based in Havana and exports to 124 countries throughout the world, with the exception of the USA, where Cuban products are banned due to the trade embargo.*

*Please visit our website for more information: [www.havana-club.com](http://www.havana-club.com)*

### **About Pernod Ricard**

*Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate (formerly Montana), Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of nearly 18,000 people and operates through a decentralised organisation, with 6 "Brand Owners" and 70 "Distribution Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurship spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.*

*For further information, please visit our website: [www.pernod-ricard.com](http://www.pernod-ricard.com)*

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