

BACARDI MARTINI GRAND PRIX 2009 PESSIONE 19th & 20th OCTOBER 2009

Even this 44th Edition of the Bacardi Martini Grand Prix ended up few hours ago in the Terrazza Martini in Pessione.



24 Barladies and Barmen from 13 different Countries shared this great “two days” experience, presenting their professional skills, their ideas and their passion. Great fun in both the categories, in the afternoon with the classic barmen and in the night of Monday the 19th with the working flair ones, in front of a prepared audience and a number of journalists that follow this event, year after year, looking for innovations and stimulus.

All the bartenders run their routine, preparing the proposed recipe with professional skill. All the cocktails has been tasted from a professional Taste Jury the same guys that guarantee our Company the quality of our product. A panel of tasters that have a superlative palate, to perceive all different taste shadings. Thanks to Jerome Canty (Vice President BM Product Development, Jacksonville-Usa), Thorsten Bretschneider (Global Coordinator Transnational Trade, Hamburg - Germany), Beppe Musso (Production Manager Martini & Spirits, Pessione - Italy) and Franco Brezza (Production Manager Martini Sparkling Wines, Pessione - Italy) that tasted all the cocktails presented during this world final.



After a full day dedicated to competition, on Tuesday we had a bit of time to visit our Pessione plant, in particular the Oenological Museum and the Mondo Martini Gallery. All participants were impressed from this opportunity, so rare to have in their original Countries. But in Pessione you cannot be satisfied if you did not visit the Botanical Room with an accurate presentation of “The

World Most Beautiful Drink” program. And what a super pro presenters “parterre” had to drive our guests into the magical world of Martini. Giuseppe Gallo (Global Brand Ambassador of Martini), Beppe Musso, Mauro Lotti (Italian Brand Ambassador) and Jared Brown (Independent Mixology Expert and Researcher) presented the program in front of an amazed audience. To discover what makes Martini so exclusive was really impressive.

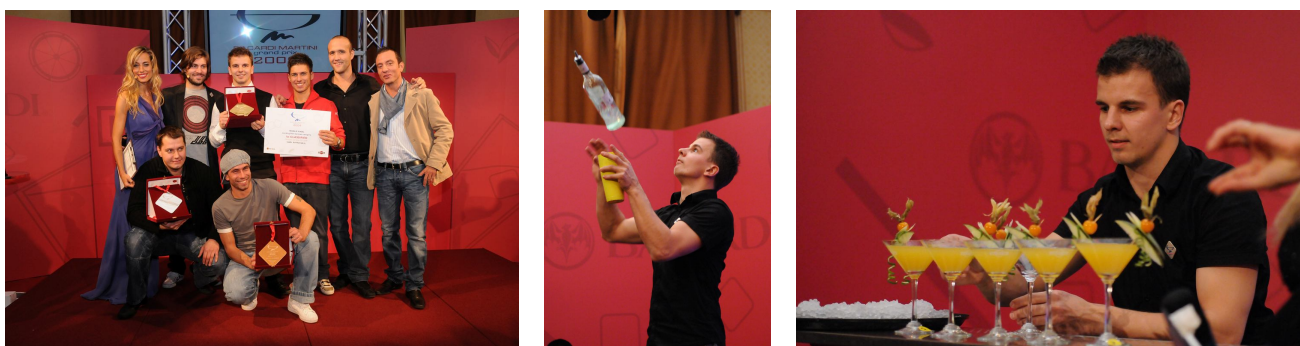


The evening followed with the prize-giving ceremony. Emotion and tension was the cocktail in the room. All Barladies and Barmen were here not to participate but to win!

And the Winner is for the Classic Competition a young Italian Barlady, coming from Città di Castello (very close to Perugia in the centre of Italy). Sara Polidori that operate at Caffè Latino, presented an innovative cocktail called “Martini Explosion”, that really impressed everybody in the Terrazza. Made with a “molecular” technique to prepare small soft spheres of Martini Bitter to use as ingredient and garnish of the cocktail, she shook perfectly Grey Goose Vodka, Angostura bitter and topped the martini glass with Ginger Ale. “Innovative and elegant a smooth impressive cocktail, need to be tasted”, the comment of the Jury.



The Working Flair category has seen Ivan Rutkovskis from Latvia with its cocktail “Pomus Aureus” dominating the category.



As usual we give a special prize to the Cocktail that the Taste Jury appreciated for its capacity of perfectly represent the ideal “Whenever” cocktail that is the main task we asked to the competitors. The winning recipe of the “Fancy Cocktail Award” was “Tahiti” prepared by Olson Pereira from

India competing in the Classic Category. Olson works at the Chine House Lounge of the Grand Hyatt of Mumbai. “Tahiti” is made of Bacardi Superior, pomegranate juice, cinnamon sugar syrup and lime juice shaken & strained. Poured in a Pillsner glass the cocktail is topped up with ginger foam and garnished with and orchid flower. “Pleasant and balanced” was the unanimous comment of the 4 taste jurates.



Last prize - the “Smart Prize” - was given to Aura Antanaviciute from Lithuania. Few days before leaving home for Pessione she had an accident that injured her right feet. Even walking with crutches she arrived in Pessione, she run the competition standing up on one leg and she actively participate to the event despite the not perfect physical conditions. We appreciate her smile and the determination she had to be at this 44th Edition of the Bacardi Martini Grand Prix.



Please find attached the complete ranking of the World Finals. As usual we do not believe that numbers can tell more than a symbol. The smiling face is a clear indication of what gone “hot” in each performance as the sad face what gone “not”, the area of improvement for each competitor.

Lights are now shading on the Pessione Terrazza, but we are sure we gave a great opportunity to our guests to “get connected” with our Company, with our professional teams that made unforgettable these two days. Thanks to everybody, all the competitors, guests and staff that made the miracle happening once again.

Paolo Cugudda