

BOYCOTT BACARDI

is international from Spain to Mexico –

What you can do

- Join Rock around the Blockade's **BOYCOTT BACARDI CAMPAIGN**
- Organise activities to ensure the truth about Bacardi is known everywhere – knowledge is power!
- Boycott all Bacardi/Martini products, encourage your friends to do the same
- Send off for an action pack, get signatures on our **BOYCOTT BACARDI** petition, use the stickers wisely!
- Get your college bar, local pub, supermarket etc, to stop stocking Bacardi products and stock Havana Club instead
- Help tear down the facade of Bacardi's fashionable image and hit it where it hurts – in its profits
- Help build **ROCK AROUND THE BLOCKADE**'s campaign to defend the Cuban people and the tremendous gains the Revolution has brought.

Yes, I would like a **Boycott Bacardi Action Pack** and enclose £2

Yes, I would like to join **Rock around the Blockade** (£10 waged/£4 low-waged/£2 unwaged)

I would like to make a **donation** of _____ to the campaign

Please send me more information about your activities and how I can help.

Name _____

Address _____

Tel _____

Return to Rock around the Blockade, c/o FRFI, BCM Box 5909, London WC1N 3XX. For more information tel: 020 7837 1688.

E-mail: rcgfrfi@easynet.co.uk.

Website: www.boycoffbacardi.com www.rcgfrfi.easynet.co.uk



THINK BACARDI'S COOL?
THINK BACARDI'S CUBAN?
THINK AGAIN!

Think before you drink...what you should know about Bacardi



1 Bacardi propaganda makes much of its Cuban origins. In reality, Bacardi is no friend to Cuba but, rather, a powerful multinational force hellbent on destroying the Cuban Revolution.



2 The Bacardi family fortune is estimated at \$1.8bn. Much of this was accumulated in pre-Revolutionary Cuba through the exploitation of impoverished Cuban sugar workers.



3 Bacardi's website and publicity wax lyrical about 1950s Cuba: 'Bacardi Rum, beautiful women, handsome men, elegant gambling casinos. Glamorous night clubs with the world's most gorgeous showgirls.' Havana was indeed a casino and brothel for a tiny, corrupt Cuban elite, for the US businessmen who dominated Cuba's economy and for the Mafia. But meanwhile the majority of Cuba's largely rural population lived in shacks without running water or electricity; a third were unemployed or semi-employed, 14% had tuberculosis and 43% were illiterate. In the 1950s, Batista's forces murdered 20,000 Cubans in its efforts to hang onto its glamorous lifestyle.



4 Small wonder that the Bacardi family and their cronies fled Cuba at the time of the Revolution. In 1960, the Revolution expropriated Bacardi's Cuban assets, valued at \$67m (1960 prices) to use for the benefit of all the Cuban people. Bacardi refused the Cuban government's offer to negotiate compensation, preferring to join forces with US imperialism, the mafia and mercenary terrorists to overthrow the Revolution.



5 The Revolution provided health care, education and social justice for all the Cuban people. For example, during Bacardi's heyday in Cuba, infant mortality stood at 60 per 1,000 live births. Today the figure is 6.4, achieved despite the hardships imposed by a 42-year US blockade which is backed by Bacardi. Cuba demonstrates what can be achieved for humanity by standing up against the multinationals. That is why Bacardi attacks Cuba.



6 Bacardi family members, directors and leading shareholders have been intimately connected with the network of US secret-service agents, terrorists, dirty tricks campaigns and right-wing politicians such as Jesse Helms and the Bush family.

- They supported the US-backed Bay of Pigs invasion in 1961
- They helped create Cuban Representatives in Exile (CRE), financed by the CIA, which plotted to assassinate Cuban leaders, supported the military coup in Chile and gave Pinochet the Freedom Medal
- They run the Cuban American National Foundation (CANF) which is implicated in terrorist bombings, bacteriological warfare and sabotage against Cuba
- They served as a conduit for funds from the CIA to mercenaries in Nicaragua, El Salvador and Angola and to saboteurs in Cuba



7 Bacardi's lawyer Ignacio Sanchez, a CANF member, helped draft key sections of the Helms-Burton Act against Cuba. His input was so significant a US senator remarked the Act could be more appropriately called the 'Helms-Bacardi Protection Act.'



8 In 1994, Cuban rum producers Havana Club Holdings set up a joint venture with the French company Pernod Ricard to market their rum and earn much-needed hard currency for the Cuban economy. Bacardi tried to warn Pernod Ricard off. Bacardi has since successfully lobbied the US government to insert a clause, section 211, into the 1998 budget legislation. This allows Bacardi, in contravention of international trade laws, to use the Havana Club trademark in the USA. In its efforts to drive the real, Cuban Havana Club out of the market, Bacardi has even resorted to stealing its label.



Don't drink Bacardi – it'll leave a bad taste