

Coca-Cola and Bacardi to debut RTD cocktail

18 September 2024 | News

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The Coca-Cola Company and Bacardi Limited announced an agreement to debut BACARDÍ rum and Coca-Cola as a ready-to-drink (RTD) pre-mixed cocktail.

BACARDÍ Mixed with Coca-Cola RTD will be available in several markets around the world, with the initial launch planned for select European markets and Mexico in 2025.

“We are continuing to develop our portfolio as a total beverage company, including in the growing alcohol ready-to-drink market,” said James Quincey, Chairman and CEO of The Coca-Cola Company. “This new relationship with Bacardi Limited supports our strategic expansion, and we look forward to the introduction of BACARDÍ Mixed with Coca-Cola next year.”

“We are excited to bring together two iconic brands so that consumers may enjoy one of the world’s most popular cocktails – first invented generations ago with BACARDÍ rum and Coca-Cola – in a high-quality, convenient format,” said Mahesh Madhavan, CEO of Bacardi Limited. “Through this relationship, we will expand our reach and accessibility so that even more consumers of legal drinking age can enjoy this classic BACARDÍ rum and Coca-Cola cocktail.”