

Bacardi and CCEP join forces to elevate premium spirits in New Zealand

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Bacardi, the largest privately held international spirits company, has entered into a new agreement with Coca-Cola Europacific Partners (CCEP) in New Zealand to strengthen the distribution of its premium portfolio across the country.

The multi-year agreement, effective from January 1, 2026, will significantly expand the reach of Bacardi brands through CCEP's extensive distribution network. Iconic spirits, such as BACARDÍ rum, BOMBAY SAPPHIRE gin, GREY GOOSE vodka, PATRÓN tequila and 42BELOW vodka, will now be more accessible to Kiwi consumers.

Luiz Schmidt, Managing Director, Bacardi-Martini Australia and New Zealand, said: "We know from our 2026 Bacardi Cocktail Trends Report that consumers are looking to slow down and rediscover the social magic of connecting, while enjoying a cocktail together. Our agreement with CCEP enables us to scale our reach and deliver our premium brands to even more Kiwis, so they can enjoy a moment of connection with one of our spirits in hand. This is not just about expanding distribution. It is about shaping the future of premium beverage experiences in this market."

While CCEP is focused on the distribution and market expansion of the Bacardi portfolio of premium spirits and ready-to-drink (RTD) brands, consumer marketing and influence continue to be the responsibility of Bacardi.

Wendy Rayner, Managing Director, CCEP New Zealand, said: "We are excited to join forces with Bacardi and leverage the strength of our people, whose proven expertise in distribution and deep market understanding will help make the exceptional portfolio of Bacardi brands more accessible to consumers nationwide."

This agreement comes on the heels of a similar agreement signed in Australia with CCEP, which kicked off in November. Both agreements combine CCEP's world-class sales and distribution capabilities with the family-owned business's premium brands, unlocking new opportunities for growth and elevated consumer experiences.