



WINE PATHS

TRAVEL THE WORLD OF WINE & SPIRITS



PRESS RELEASE



# LAUNCHING MORE SPIRITS DESTINATIONS

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PARTNERSHIP WITH  
BACARDI HOME BRANDS



BACARDI LIMITED

# CONTENTS

## Page numbers

04	An innovative concept
05	Project 2020
07	A strong foothold into the lucrative Spirits market
08	Website evolution
09	The spiritourism business





## AN INNOVATIVE CONCEPT



What a difference a year can make. Wine Paths is making leaps and bounds on its journey to become the world's leading luxury wine and spirits travel brand.

Over the course of the last year, Wine Paths has been consolidating our position as the leading digital platform and travel provider featuring luxury wine, spirits and gourmet travel experiences in the wine & spirits regions of the world.

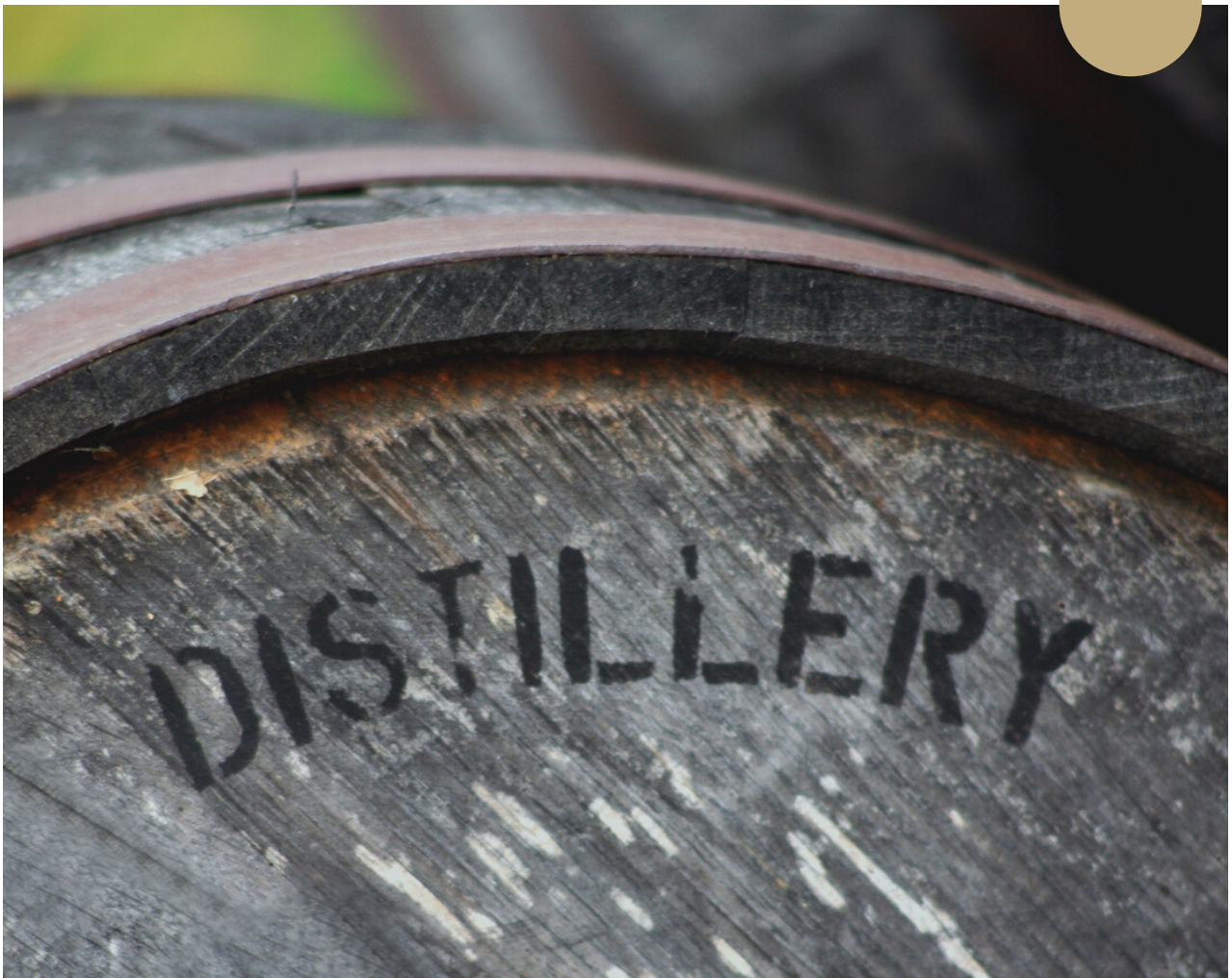
More and more partners and customers are choosing Wine Paths for spirits destination.

## PROJECT 2020

Today, our curated selection includes **300 select members in 13 countries** and over **90 destinations** (including acclaimed distilleries in Scotland and Ireland).

August 2018 marked the launch of the opening of our **luxury spirit vacations** section featuring exclusive whisky holiday itineraries in Scotland, bespoke Cognac programs in France and the whisky trails of Ireland.

Following this development and to expand our market in the **Spiritourism industry**, Wine Paths and the **Brands Home of Bacardi Group** decided to join forces. We became the *preferred travel partner* for 8 of their spirits brands.







# A STRONG FOOTHOLD INTO THE LUCRATIVE SPIRITS MARKET



In 2020, we welcome aboard the Wine Paths adventures 8 Brands Homes from the **Bacardi Group**:

- Casa Bacardi
- Casa Martini
- La Maison Noilly Prat
- Château Royal de Cognac
- Le Palais Benedictine
- Angel's Envy Distillery
- Bombay Sapphire
- Dewar's Aberfeldy Distillery



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## WEBSITE EVOLUTION

Due to the entrance of 8 new members for the spirits branch, we decided to upgrade our website.

We worked to create a new navigation display for the spirits. People can now find spirits destinations by looking for the spirits drink itself.

If you're a Rum lover or Whisky aficionado go to the Spirits Destinations menu at the top of the website to find out all the spirits available on the website, and then each destination associated with this spirit.

As a spirit drink can be located in several countries, it's an easier way to navigate.

We also created 3 new destinations associated with spirits drinks.

- **England (UK)**
- **Kentucky (USA)**
- **Puerto Rico**





# THE SPIRITOURISM BUSINESS



In **1872**, Le Palais Bénédictine was possibly one of the earliest examples of industrial tourism about spirits as we understand it today. Spiritourism is a rapidly growing trend **150 years later**, it is becoming a serious market for the tourism industry. Like its cousin, wine tourism, spiritourism focus on showcasing the incredible diversity of **spirit-making** and the passion of the people behind it.

Rural communities are revitalizing themselves as they band together to advertise their region as a destination where visitors from all over the globe. In 2018, **1.6 million spirit tourists** visited France.

Not just a trend, but a real business opportunity, that Wine Paths is taking on!





THANK YOU!



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