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Bacardi selects Reyes to distribute its spirits in 11 U.S. markets starting in 2027

Southern Glazer's will remain Bacardi's distributor in 36 states after a review of its U.S. wholesale network

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Bacardi said Wednesday, October 28, that it has signed new U.S. distribution agreements with Southern Glazer’s Wine & Spirits and Reyes Beverage Group, reshaping how its spirits portfolio will reach retailers across much of the country

starting Jan. 1, 2027.

Under the new arrangements, Reyes will distribute Bacardi products in 11 markets: Arizona, California, Colorado, the District of Columbia, Florida, Hawaii, Louisiana, Maryland, Oklahoma, South Carolina and Texas. Bacardi said that will be the first time Reyes has handled the company's portfolio. Southern Glazer's will remain Bacardi's distributor or broker in 36 states, including Illinois, Michigan, New York, Ohio, Pennsylvania and Virginia.

Bacardi, which is based in Coral Gables, Florida, said the changes followed what it described as a comprehensive review of its U.S. distribution setup. The company did not disclose financial terms or explain whether the new structure will change pricing, staffing or retailer contracts in the affected markets. It said its teams and the distributors will work together over the coming months to manage the transition before the agreements take effect at the start of 2027.

The move matters because distribution decisions can have a direct effect on how quickly and widely major alcohol brands reach liquor stores, grocery chains, bars and restaurants in the United States. In the beverage business, producers rely on state-by-state wholesalers to move products through a tightly regulated system, so a change in distributor coverage can alter sales strategy and market influence well beyond a single contract. Bacardi's decision also gives Reyes a larger role in some of the country's biggest spirits markets, including California, Florida and Texas, while preserving Southern Glazer's broad footprint across most of the remaining states.

Bacardi U.S.A. imports and distributes a large spirits lineup that includes Bacardí rum, Patrón tequila, Grey Goose vodka, Dewar's blended Scotch whisky, Bombay Sapphire gin, Cazadores tequila, Angel's Envy whiskey and St-Germain liqueur. Because many of those labels are large-volume national brands, the new agreements are likely to be watched closely by retailers, suppliers and rival distributors that do business across multiple categories in wine and spirits.

In its announcement, Bacardi framed the shift as a long-term growth decision and said it wanted to build on existing partnerships while expanding execution in key markets. Tony Latham, regional president for Bacardi North America, said the company sees

both Southern Glazer's and Reyes as strategic partners with long-term business plans. Bacardi also said Southern Glazer's contribution to its U.S. momentum remains significant and that bringing Reyes into the network creates new opportunities for future growth.

Southern Glazer's, one of the largest alcohol distributors in North America, said it expects to keep building Bacardi's business in the 36 markets it will continue to serve. Wayne E. Chaplin, the company's president and chief executive, said Southern Glazer's has worked with Bacardi for more than a decade and will remain Bacardi's largest distributor by volume in the United States. Southern Glazer's said it operates in 47 U.S. markets and Canada and also has brokerage operations in parts of Latin America and the Caribbean. The company said it will adopt the name Southern Glazer's Beverage Company across its operations in 2027.

Reyes Beverage Group said Bacardi selected it as a strategic partner in 11 key markets and described the agreement as part of a broader expansion of its beverage distribution business. Tom Day, Reyes' chief executive, said the company is prepared to handle the Bacardi portfolio at scale and sees the deal as validation of its sales and logistics network. Reyes said it has more than 9,300 employees across 54 facilities and delivers more than 320 million cases a year to more than 115,000 retail accounts nationwide. Its distribution operations already include beer and spirits brands in California, Florida, Hawaii, Illinois, Indiana, Maryland, Michigan, South Carolina, Tennessee, Texas, Virginia and Washington, D.C.

The agreement adds Bacardi to a distributor network that has historically been closely associated with beer and that has been expanding its role in spirits. That could strengthen Reyes' position with retailers looking for a broader mix of alcoholic beverages from fewer wholesale partners, particularly in large urban and suburban markets where route density and shelf access can shape supplier performance.

For Southern Glazer's, the new arrangement keeps Bacardi within its system across a large majority of states, even as it gives up several major markets. For Bacardi, the split structure appears designed to preserve continuity across most of the country while changing execution in selected high-volume territories. The company said customers and consumers should continue to receive the same service standards during the

transition period.