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# MRA accused Bacardi of being a “barracuda”

- The Moral Rating Agency explains why Bacardi is among the worst cases of Russian complicity.
  - The MRA agrees with Ukraine naming the company an international war sponsor
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*For Immediate Release, 15 August 2023:* The MRA accused Bacardi of being a “barracuda” for its unethical Russian actions.

In June, the MRA called for a global boycott of Bacardi products after it exposed the practices including re-supplying Russians with its products despite earlier promise to pause exports, deleting the promise from its web site, ongoing recruiting in Russia, and hypocrisy for giving humanitarian aid to Ukraine while supporting Russia. The Ukrainian National Agency on Corruption Prevention has subsequently named the company an international war sponsor.

## Bacardi called out by the MRA

In accusing the company of being a “barracuda”, MRA founder Mark Dixon said:

**“Bacardi is not just profiting from its own immorality but ironically also from the moral behaviour of other firms that left the Russian market wide open for Bacardi to feast on.**

**It is a voracious, immoral, corporate predator that stops at nothing – Bacardi Limited should be re-branded “Barracuda Unlimited”.**

**It must cease supporting the economy that pays for the invasion of Ukraine.”**

## **Barracuda analogy**

Mr. Dixon explained the extent of the company's immorality to justify the barracuda analogy:

**“While this corporate carnivore is biting off market share and sucking up the blood money, Bacardi the barracuda is also slippery.**

**It is a master in moralwashing. It printed liquor packaging with the Ukrainian flag before it was caught red-handed with its whisky for sale on Russian shelves with fresh dates. It announced humanitarian aid to Ukraine while raking in Russian profits.**

**Also, it mysteriously deleted its web site promise that it had “paused exports to Russia and frozen advertising investments in the market” without openly saying what its new position was.”**

**The Moral Rating Agency has rarely seen so much hypocrisy in one company's dealings with Russia: “Ceasing exports is useless when bottles magically appear on the shelves. Donating to Ukraine while supporting Russia only desecrates its paltry donation. Indeed, aiding an aggressor while simultaneously aiding its victim is a dirty irony.**

**This is not a company that just does wrong: profit-fuelled unethical acts are even worse when undertaken in secret by a fake hero.”**

## **“Think before you sip”**

**In June, the MRA called for a global boycott of Bacardi products: Dewar's, William Lawson's, Grey Goose, Martini, Bombay Sapphire, the Bacardi brand itself, and everything Bacardi makes.**

**“Everyone who supports Ukraine should ‘think before they sip’. If you are offered a Bloody Mary made from the Bacardi group's Grey Goose vodka, reply that you didn't order a ‘Bloody Russia’.**

**Stand up and say that Bombay Sapphire gin turns a gin and tonic into a ‘Blood & Tonic’, and Dewar's turns a Scotch & Soda into a ‘Blood & Soda’. Every Bacardi group drink should be**

**re-branded in our minds and called out for what it is. We can then help to get companies out of Russia, to get Russia out of Ukraine, and Putin out of Russia.”**

\* \* \*

The Moral Rating Agency, the corporate watchdog, was set up to get Russia out of Ukraine and use this momentum to help pro-democracy Russians get Putin and his regime out of Russia. The MRA rates global companies on how effectively they are pulling out of Russia on its site [moralratingagency.org](http://moralratingagency.org).

For press inquiries, please contact [press@MoralRatingAgency.org](mailto:press@MoralRatingAgency.org). Or, for comment/interview, we can be reached on one of these numbers:

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## About the [Moral Rating Agency](#)

The Moral Rating Agency was set up to get Russia out of Ukraine. It later plans to cover corporate unethical actions in other countries and on other issues.

In addition to exposing, and crediting, corporations through moral ratings, the MRA maintains an [Indelible Ledger](#) of a company's actions so any later corrective actions do not wipe the slate clean. Time is of the essence, so the rating system includes a disincentive for delay through exposing and tracking what preceded a later corrective action.

Unlike ESG (Environmental, Social and Governance) rating agencies, which have a commercial responsibility to their institutional investor clients to cover the range of issues these clients wish, the Moral Rating Agency is zeroing in on a single corporate moral issue, in this case the Russia-Ukraine war.

The MRA was founded and is led by Mark Dixon, who runs the mergers & acquisitions consultancy Thinking Linking in the City of London and New York. He was one of the co-founders of the online financial commentator [BreakingViews.com](http://BreakingViews.com), which is today part of Thomson Reuters. Mark has been opposed to autocratic regimes, particularly to the Chinese government and to Putin's transformation of Russia from a nascent democracy into a fully-throttled autocracy. He has a personal connection with Ukraine because he has owned an apartment in the city of Lviv since 2010. He has also lived in China.

The MRA has a paid staff of moral raters, verifiers, and fact-checkers who operate according to its [Rating Methodology](#). It also has an on-site team involved in statistics, media relations, site production and publishing.

The MRA has no customers, external commercial relationships, or conflicts of any kind. It will rate and publish so that consumers, media and governments can judge companies on a single topic on a fair basis. This objectivity on individual companies and their relative scores is maintained despite the campaigning nature of the agency, as explained in [Rating Philosophy](#).