

BACARDI LIMITED

PRESENTS

REOPENING THE *On-Trade*

PLEASE JOIN THE BACARDI TEAM IN A CONVERSATION WITH US TO UNDERSTAND:

- HOW HAS THE ON TRADE RECOVERED ACROSS THE WORLD?
- WHAT ARE CONSUMERS CONSIDERING WHEN RETURNING TO THE ON TRADE?
- NEW CONSUMERS WITH NEW OCCASIONS.
- WHAT ARE THE NEW DRINK CHOICES THAR CONSUMERS ARE DEMANDING AT BARS AND RESTAURANTS GLOBALLY?
- WHAT STRATEGIES COULD YOU IMPLEMENT TO CAPTURE OPPORTUNITIES?

PRESENTED BY

FEDERICO PIRES

MARKETING DIRECTOR FOR CENTRAL AMERICA AND THE CARIBBEAN

DATE: WEDNESDAY 26TH OF MAY
10AM PANAMÁ TIME / CST

CLICK HERE TO REGISTER