

# YES, I WANT TO SUPPORT CUBA AND CSC

Name & address: \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Membership category    £8 unwaged     £20 waged

**Join today and receive a free 15 track Cuban music CD!**

**I wish to pay by direct debit:**

Please debit my account annually by     £8     £20    other £ \_\_\_\_\_

or monthly by     £1.67     £2     £3     £5     £10    other £ \_\_\_\_\_

Annual and monthly debit will be made on 15th of the month from when membership is due.

I am happy for you to pass on my details to my local CSC group too    YES  NO

Please send me \_\_\_\_\_ copies of this leaflet for distribution



### Instruction to your Bank or Building Society

Please fill in the form and send to:  
 CSC, c/o Unite, 33-37 Moreland St,  
 London EC1V 8BB



Name(s) of account holders  
 \_\_\_\_\_

Bank/building society number  
 \_\_\_\_\_

Branch sort code  
 \_\_\_\_\_

To the Manager  
 Bank/Building Society: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Postcode: \_\_\_\_\_

Service user number  
 2 5 0 2 0 9

Please pay Cuba Solidarity Campaign Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee.

I understand that this Instruction may remain with Cuba Solidarity Campaign and, if so, details will be passed electronically to my bank/building society.

Signature(s)  
 \_\_\_\_\_

Date:  
 \_\_\_\_\_

For internal use only  
 Reference number    \_\_\_\_\_

Banks and building societies may not accept Direct Debit Instructions for some types of account.

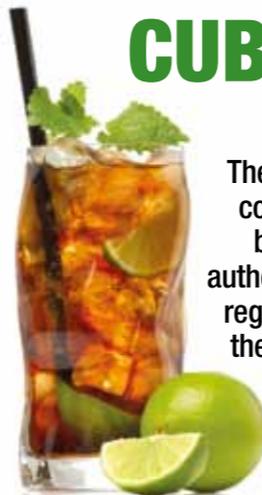
or  I wish to pay by card £ \_\_\_\_\_

Card no    \_\_\_\_\_

Expiry date    \_\_\_\_ / \_\_\_\_    Security Code    \_\_\_\_\_

or  I wish to pay by cheque. I enclose a cheque for £ \_\_\_\_\_ payable to CSC

## IF YOU THINK BACARDI IS CUBAN



The classic Cuban cocktails should be made with authentic Cuban rum, regardless of what the adverts might lead you to believe.



## Check the bottle

Authentic Cuban rum has a green Cuban Government seal of guarantee on the front of the bottle. Make sure the rum you buy and drink is the genuine spirit of Cuba. Only real Cuban rums carry this label.



## THINK AGAIN

## Join the Cuba Solidarity Campaign today

Despite enduring more than 50 years of an illegal US blockade the Cuban people enjoy among the highest levels of health, education and social protection in the Americas. Cuba's international brigades offer free health and education for the poorest and most vulnerable on the planet and a symbol of hope that a better world is possible.

CSC campaigns against the illegal US blockade, to defend the Cuban people's right to self-determination and for freedom for the Miami Five (Cubans imprisoned in the US).

**Please help support our work by joining or donating today.**



Cuba Solidarity Campaign,  
 c/o Unite,  
 33-37 Moreland St,  
 London EC1V 8BB  
 T. +44 (0) 207 490 5715  
 E. office@cuba-solidarity.org.uk  
 www.cuba-solidarity.org.uk

# Think before you drink



# Bacardi

**supporting the US blockade of Cuba since 1962**

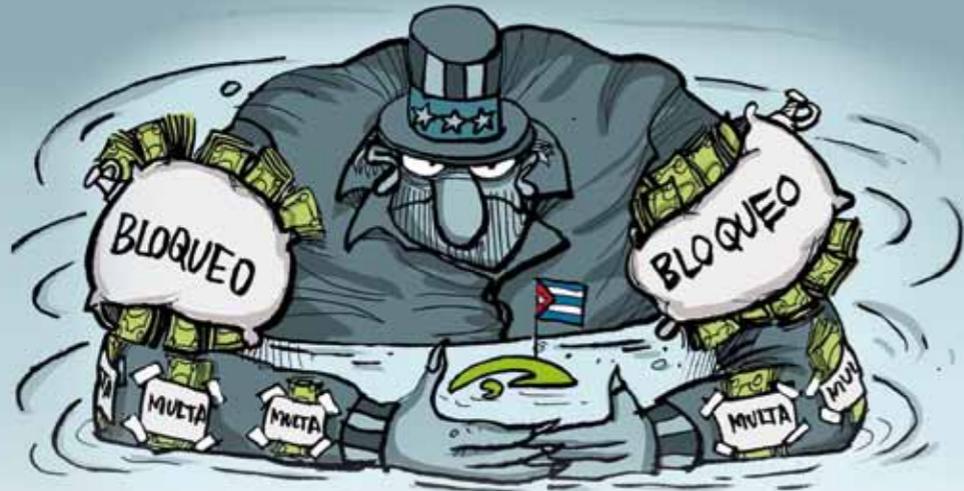
# Selling the lie

**BACARDI IS THE RICHEST family owned business and largest private spirit producer in the world. Its annual sales are worth more than \$5 billion per year.**

By spending a massive chunk of this on advertising and marketing it has become one of most recognised rum brands in the world.

For years Bacardi advertising propagated the lie that they made authentic rum from Cuba. Today the company continues to rest its reputation on the fact it was established on the island in 1862, but the truth is:

- Bacardi is neither produced nor consumed in Cuba.
- With the growing popularity and public awareness about real Cuban rums such as Havana Club, Bacardi have been forced to rewrite their sales pitch.
- They sell themselves as exiles of the Cuban Revolution with an 'untameable' spirit for survival. What their advertising fails to mention is just how ruthless they have been in trying to destroy the spirit of the Cuban people by attacking the Cuban economy and supporting the inhumane and illegal US blockade of Cuba since 1960.



“The US embargo against Cuba is immoral and should be lifted ... it’s preventing millions of Cubans from benefiting from vital medicines and medical equipment essential for their health.”

**IRENE KHAN**, former Amnesty International Secretary General.



## Bacardi and the US blockade

**SINCE 1962 CUBA has suffered an illegal trade blockade imposed by the United States. This has cost the economy more than \$1.1 trillion dollars and denied its people access to vital medicines and technical equipment. The United Nations has condemned the inhumane US policy in more than 20 consecutive votes.**

Bacardi openly supports the blockade. In 1996 its lawyers were advisors on the Helms Burton Law which strengthened the US policy by giving Bacardi and others the right to sue foreign firms who invest in their former properties in Cuba. A US Senator commented that the Act ought to have been called the “Helms-Burton-Bacardi Protection Act”!

Not content with amassing millions of dollars in profit, Bacardi is trying to sabotage the Cuban economy further by stopping the country from exporting its acclaimed Havana Club rum. Against international trade law Bacardi started to produce its own Havana Club and successfully lobbied for a law to prevent Cuban Havana Club from being sold in the US in the future.

Now Bacardi is trying to force EU countries to recognise that it is the owner of the Havana Club brand name. This has been denounced as piracy by the Cuban government.

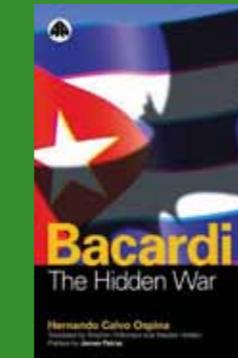
## The truth behind the Bacardi brand:

- In 1994, Bacardi wrote to all foreign drinks firms, including British brewers, warning them off from investing in their former companies in Cuba.
- Bacardi used US courts to bypass international trade laws and illegally uses the Havana Club trademark for marketing its own rum in the US.
- Bacardi helped establish and fund the Cuban American National Foundation which has links to violent exile groups responsible for attacks against Cuba.

## What you can do:

- Tell your friends and family the truth about Bacardi and encourage them to stop drinking it.
- Hand out this leaflet outside bars, clubs and venues that have a Cuban theme but stock Bacardi instead of authentic Cuban rum.
- Get your local pub, university or trade union bar, supermarket or corner shop to stop stocking Bacardi.
- Join the Cuba Solidarity Campaign, and help us campaign for an end to the US blockade of Cuba. For further details please complete and return the form overleaf.

FIND OUT MORE  
**Bacardi the  
Hidden War**



Read this expose of the anti-Cuba activities of the Bacardi rum company. For sale from the CSC shop at [shop.cuba-solidarity.org.uk](http://shop.cuba-solidarity.org.uk) or on 020 7490 5715

## Don't drink Bacardi!

Make sure your Cuban cocktails – Mojitos, Daiquiris and Cuba Libres – are made with authentic Cuban rum.

Not only will they taste better, but you will also be showing solidarity with Cuba.

