

WARREN ELLIS • MICHAEL ALLRED

THE SPIRIT OF

BACARDI



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JULY 1898, CUBA

FOLLOWING THE BLOODY BATTLE OF SAN JUAN HILL,
US FORCES TAKE CHARGE OF THE ISLAND.

ONE MONTH LATER

EMILIO BACARDÍ, SON OF BACARDÍ FOUNDER
DON FACUNDO BACARDÍ MASSO, RETURNS FROM EXILE
TO HIS BELOVED HOME OF SANTIAGO DE CUBA.

HE FINDS THE CITY CRUMBLING BEFORE HIS EYES
AND BELIEVES ITS PEOPLE HAVE
BEEN FORGOTTEN. HE CHOOSES TO ACT.

BASED ON ACTUAL EVENTS

THIS IS THE STORY OF ONE MAN'S IRREPRESSIBLE
SPIRIT, PATRIOTISM AND DETERMINATION
TO DO WHAT HE KNOWS IS RIGHT.

WRITTEN BY

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LETTERS BY

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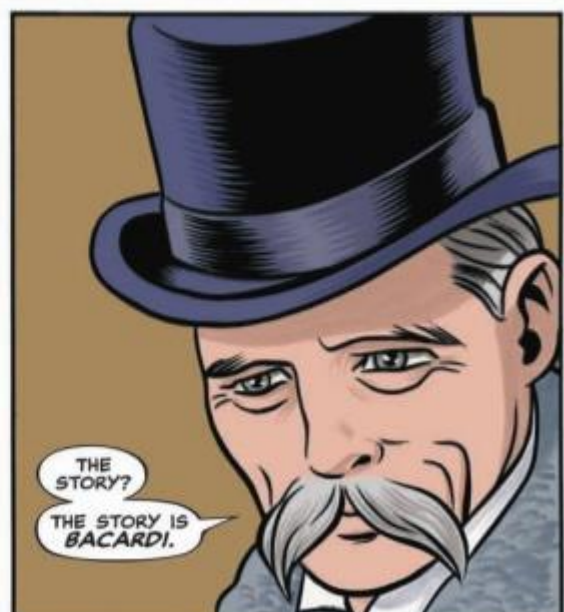


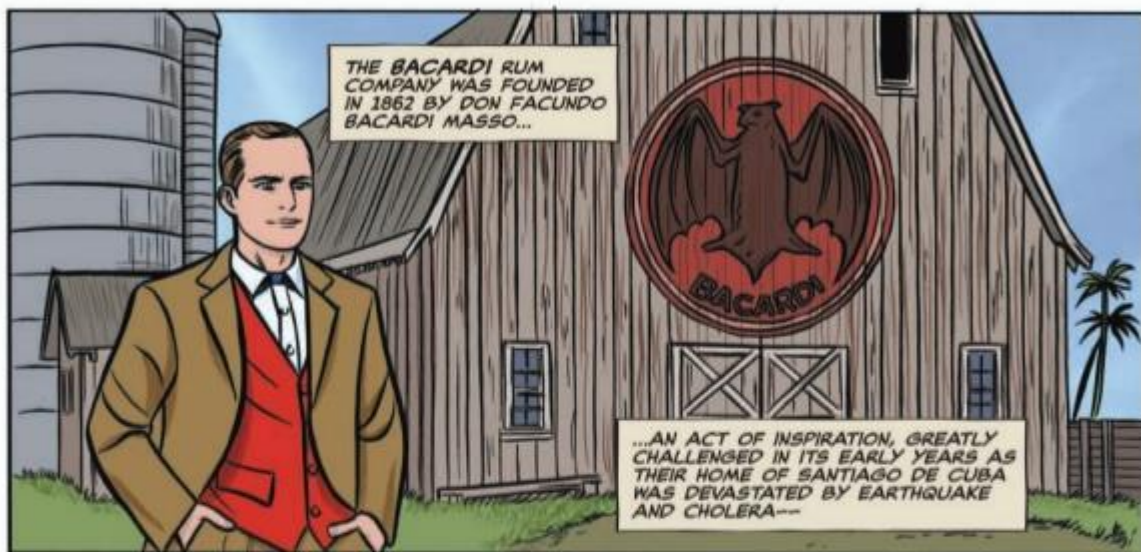
BACARDÍ.

BACARDÍ WAS CREATED IN CUBA IN 1862. THE BACARDÍ FAMILY AND COMPANY HAS BEEN IN EXILE
SINCE 1960 AND SINCE THEN ALL BACARDÍ PRODUCTS HAVE BEEN PRODUCED OUTSIDE CUBA.

BACARDÍ AND THE BAT DEVICE ARE TRADEMARKS OF BACARDÍ & COMPANY LIMITED.

— LIVE PASSIONATELY. DRINK RESPONSIBLY —







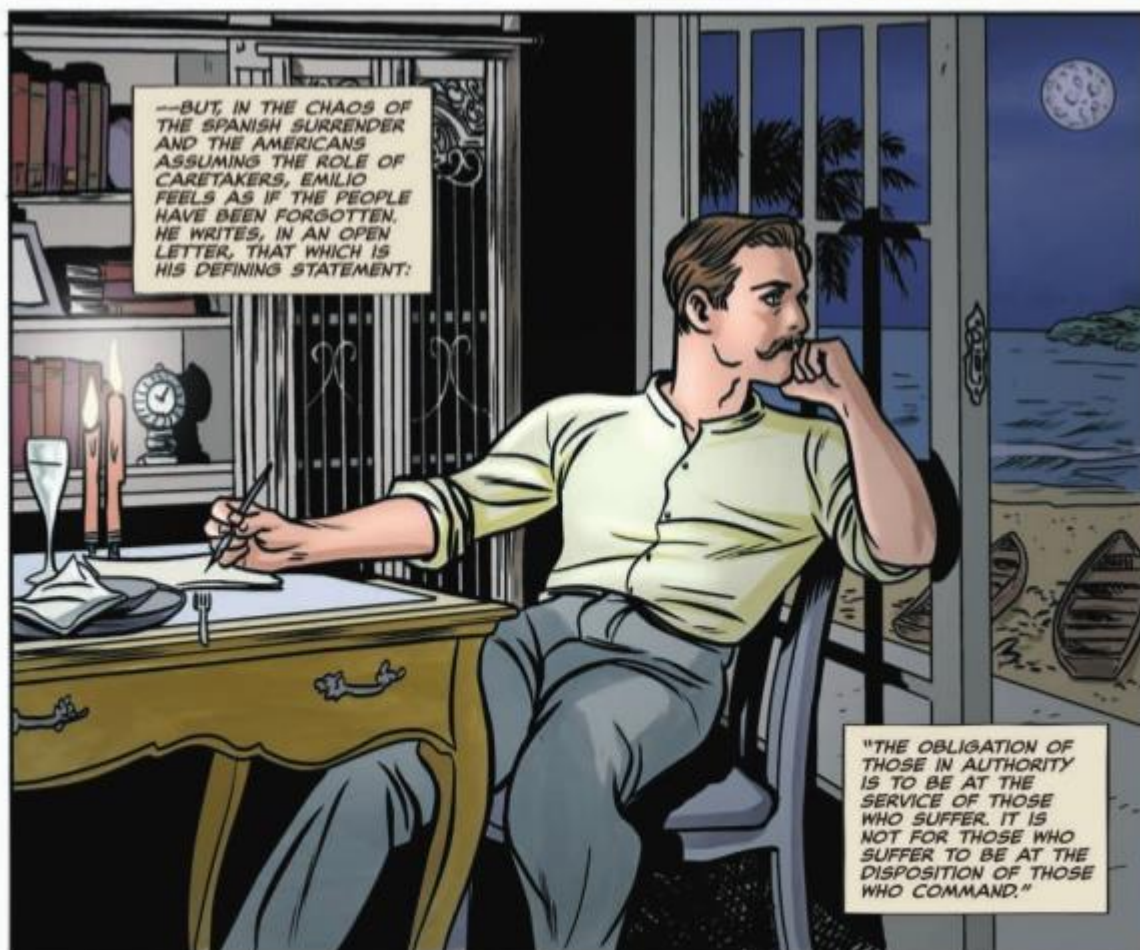
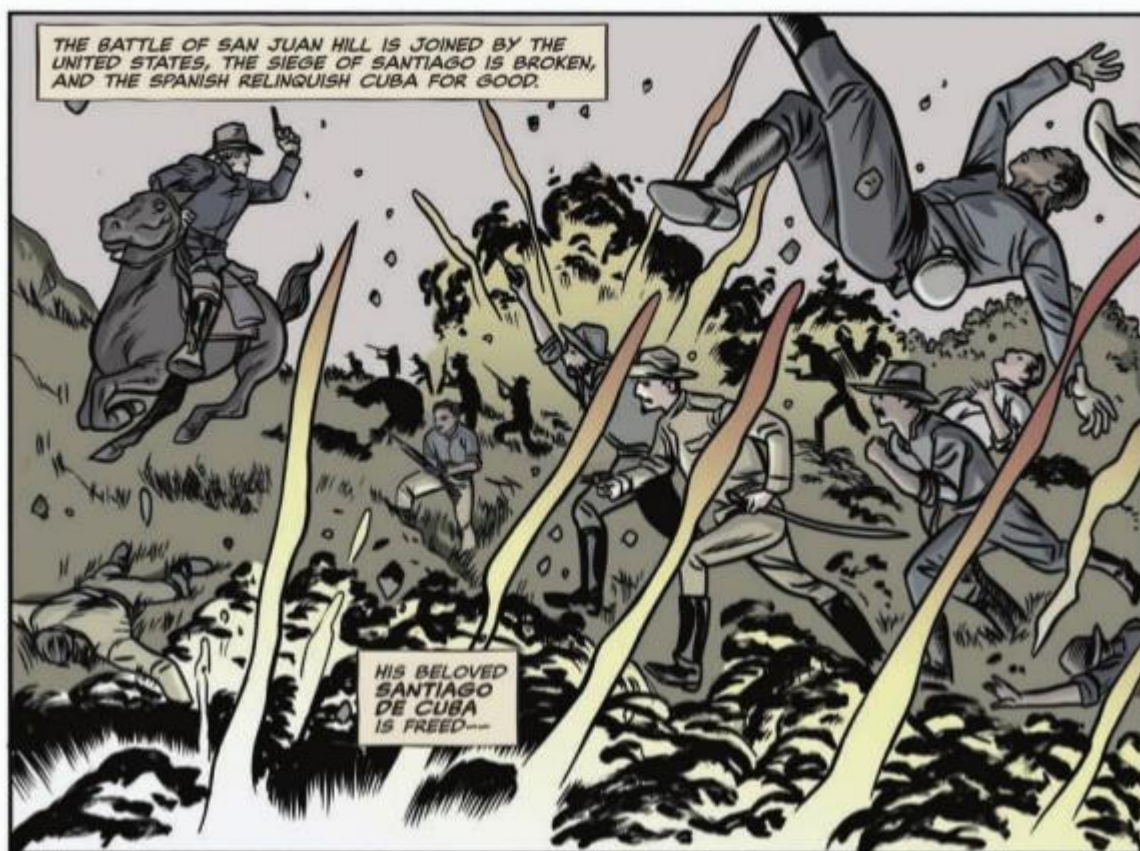
LATE 1897: SPANISH
NORTH AFRICA.

EMILIO BACARDI IS
AMONG THE POLITICAL
PRISONERS RELEASED
BY THE SPANISH.

HIS SPIRIT IS
UNDIMMED.

BUT HE CANNOT RETURN TO
CUBA. INSTEAD, HE REJOINS
HIS FAMILY, NOW LIVING IN
JAMAICA, AND BEGINS THE
LIFE OF AN EXILE.

FROM THIS DISTANCE
HE CAN DO NOTHING
BUT FOLLOW NEWSPAPERS
AND READ LETTERS, AS
SPANISH POWER CATCHES
FIRE AND CUBA BOILS OVER.



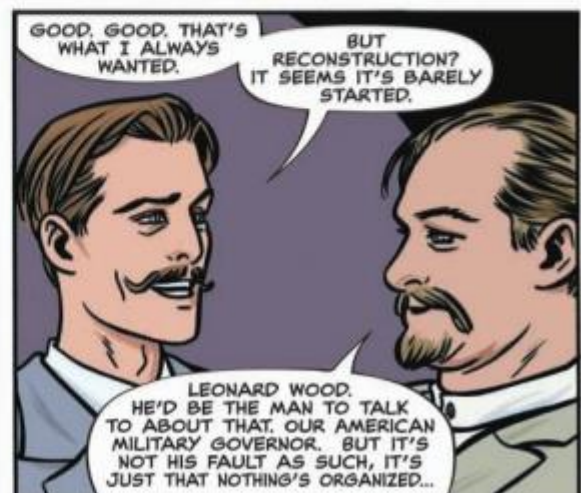
AUGUST 1898:
SANTIAGO DE CUBA.



EMILIO SACARDI
AND HIS FAMILY
COME HOME.







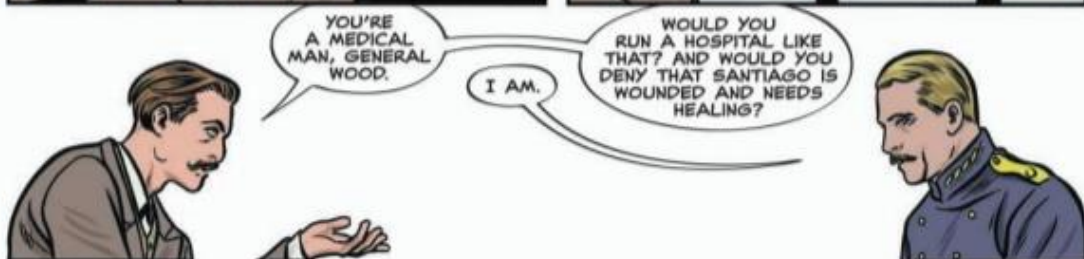
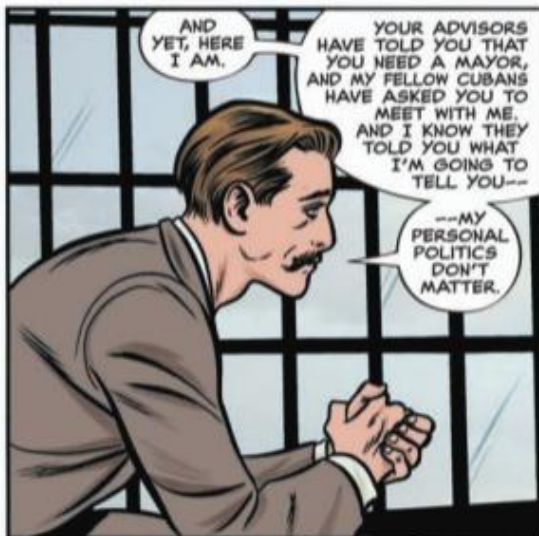
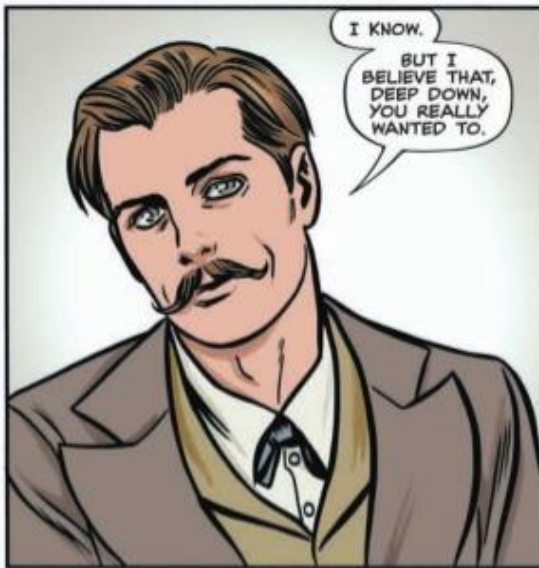


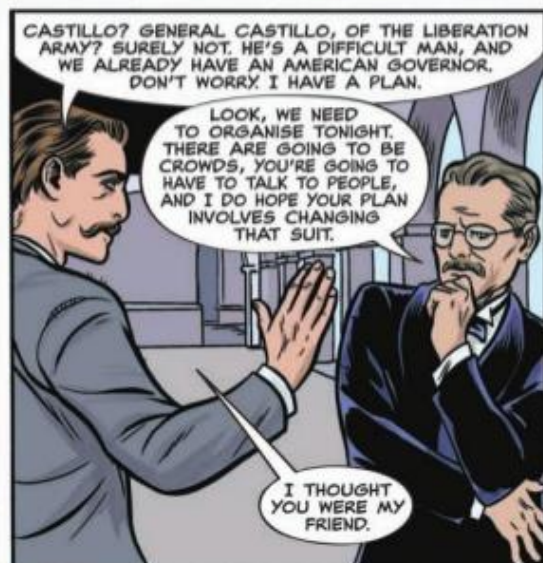
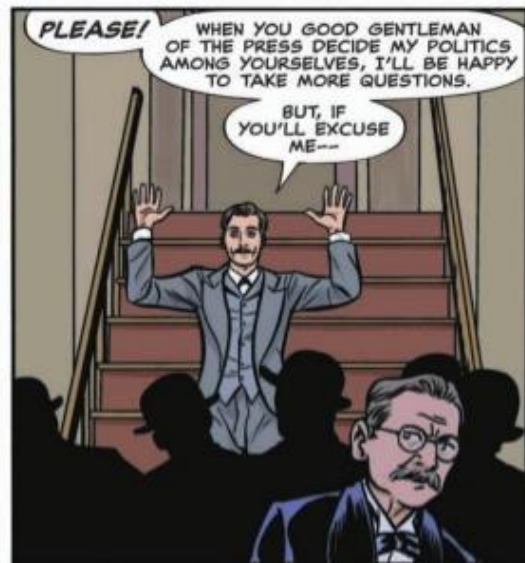
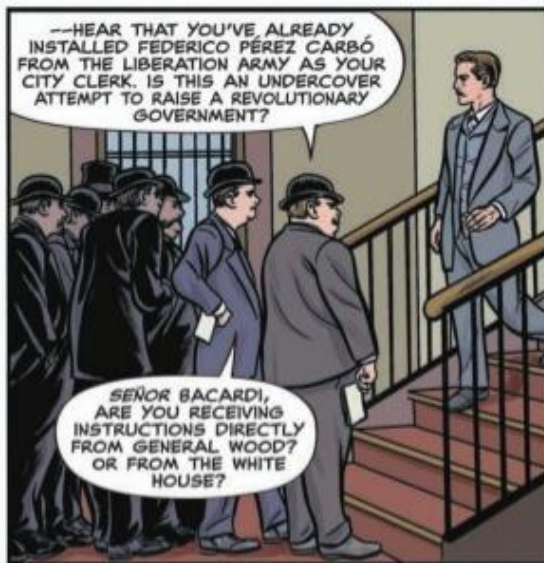
IT IS ONLY FAIR
TO INFORM YOU THAT,
DEEP DOWN, I DO NOT
BELIEVE SANTIAGO
DE CUBA NEEDS A
MAYOR.

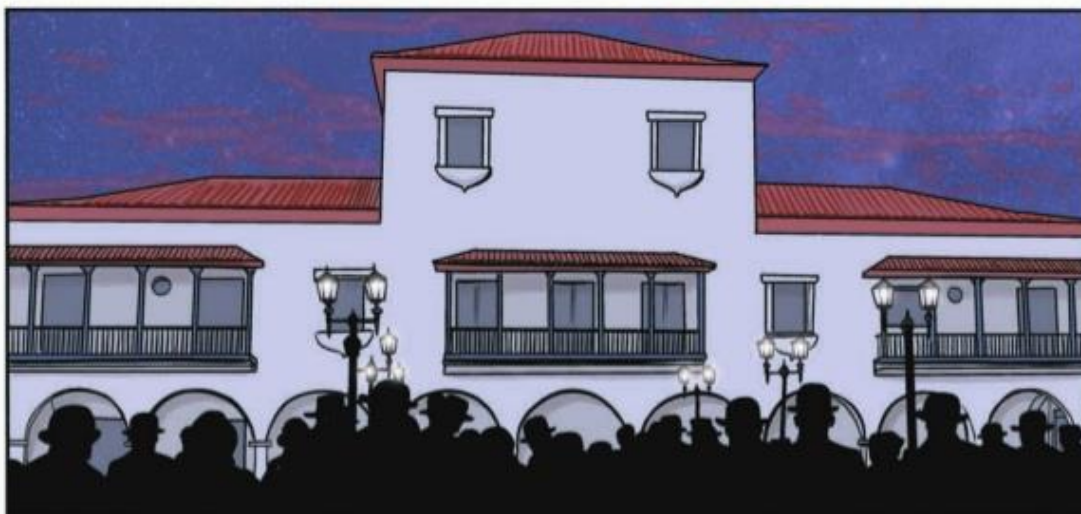


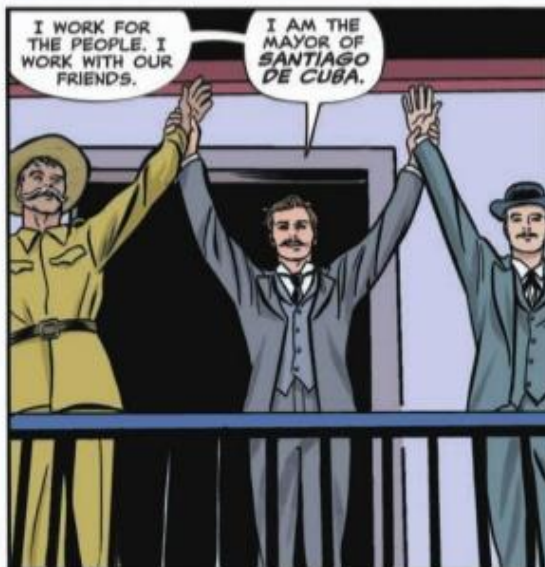
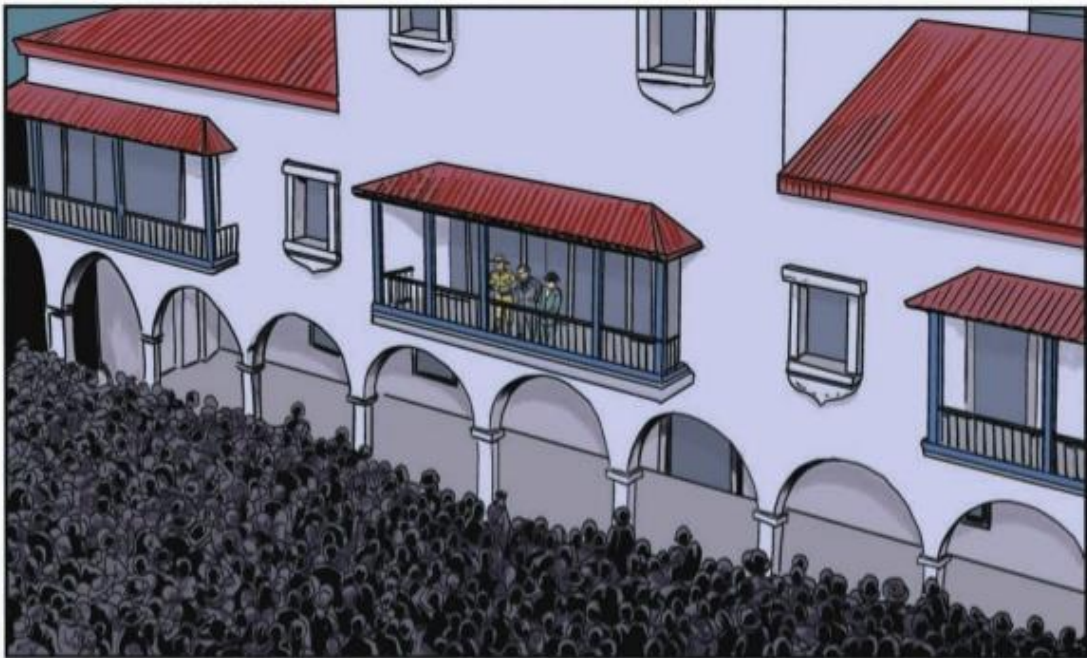
I DO
NOT HAVE
TO INSTALL A
MAYOR, AND
I CERTAINLY
DON'T HAVE
TO INSTALL
YOU AS
MAYOR.

I ALSO
DO NOT
BELIEVE I
INVITED YOU
TO SIT
DOWN.















IF THERE'S GOING TO BE A MAYOR, THAT PERSON NEEDS TO BE FREELY ELECTED BY THE PEOPLE.

THERE NEEDS TO BE A MANDATE. THE MAYOR CAN'T JUST BE YOUR HIRED CARETAKER.



YOU WERE HAPPY ENOUGH TO TAKE THE JOB WHEN I OFFERED IT.

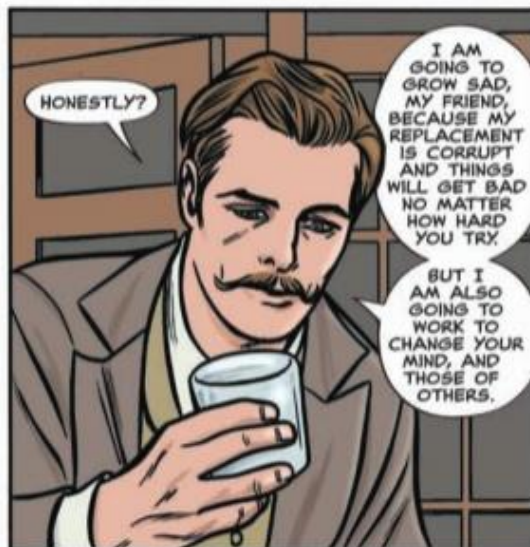
YOU'RE MISSING THE POINT. IN THAT SITUATION, YOU ARE THE SINGLE POINT OF OVERSIGHT, AND YOU'RE JUST ONE MAN.

I DO WHAT I CAN.



YOU'RE A GOOD MAN. YOU ARE MY FRIEND. YOU DO WHAT YOU CAN. BUT PEOPLE CAN HIDE THINGS FROM YOU. AND ULTIMATELY, EVERYONE KNOWS THAT THE MAYOR CANNOT COMMAND WORKS.

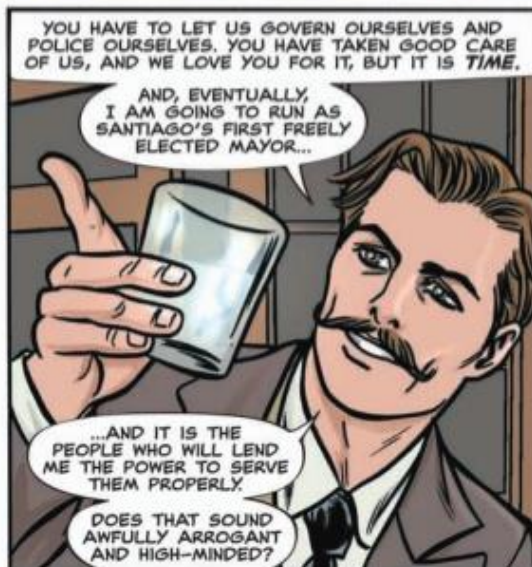
SO...WHAT ARE YOU GOING TO DO, EMILIO?



HONESTLY?

I AM GOING TO GROW SAD, MY FRIEND, BECAUSE MY REPLACEMENT IS CORRUPT AND THINGS WILL GET BAD NO MATTER HOW HARD YOU TRY.

BUT I AM ALSO GOING TO WORK TO CHANGE YOUR MIND, AND THOSE OF OTHERS.



YOU HAVE TO LET US GOVERN OURSELVES AND POLICE OURSELVES. YOU HAVE TAKEN GOOD CARE OF US, AND WE LOVE YOU FOR IT, BUT IT IS TIME.

AND, EVENTUALLY, I AM GOING TO RUN AS SANTIAGO'S FIRST FREELY ELECTED MAYOR...

...AND IT IS THE PEOPLE WHO WILL LEND ME THE POWER TO SERVE THEM PROPERLY.

DOES THAT SOUND AWFULLY ARROGANT AND HIGH-MINDED?



NO.

SOUNDS LIKE BACARDI.



EMILIO BACARDI
APPEARED TO RETIRE
FROM PUBLIC LIFE.

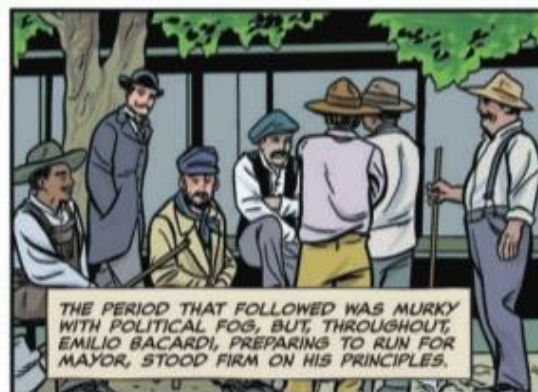
THE RELATIONSHIP
BETWEEN CUBA
AND THE U.S. PRAYED,
AND THE NEW MAYOR
PROVED TO BE BOTH
CORRUPT AND PUNITIVE.



BETWEEN AUTOCRATS AND CRIMINALS,
THE VERY IDEA OF CUBAN INDEPENDENCE
SEEMED IMPOSSIBLE.



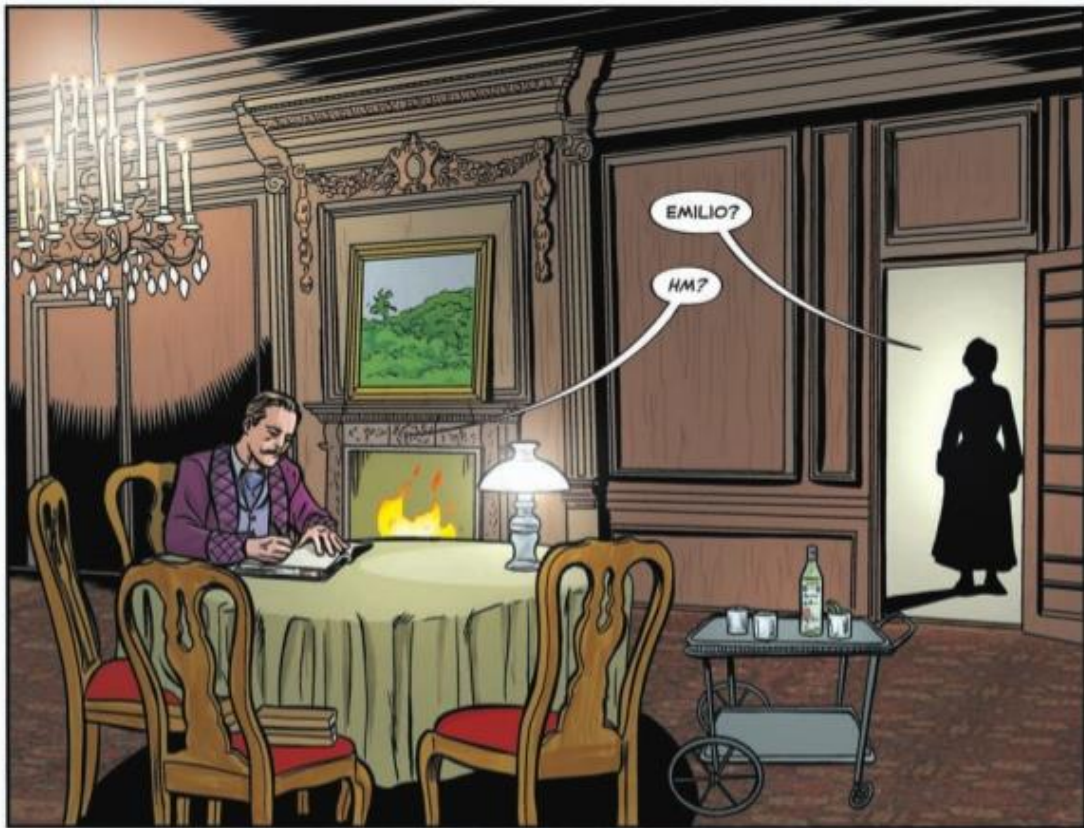
BUT, BEHIND THE SCENES, EMILIO
WAS WATCHING AND ACTING,
MAKING THINGS WORK.

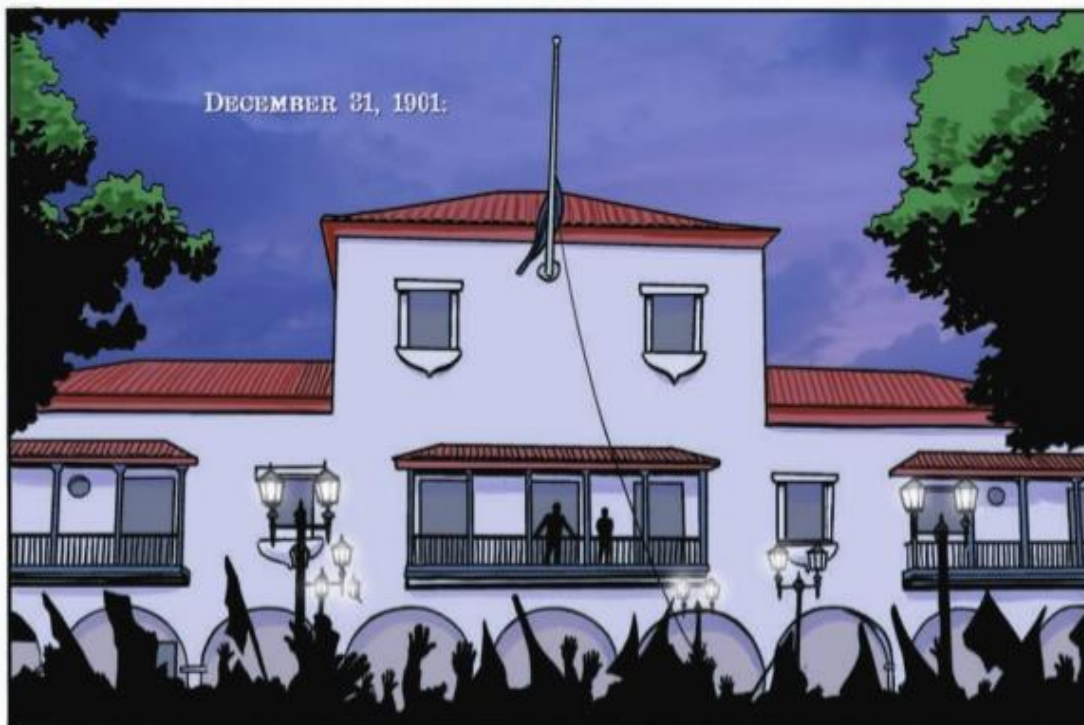


THE PERIOD THAT FOLLOWED WAS MURKY
WITH POLITICAL FOG, BUT, THROUGHOUT,
EMILIO BACARDI, PREPARING TO RUN FOR
MAYOR, STOOD FIRM ON HIS PRINCIPLES.



FIGHTING AGAINST BOTH
CORRUPTION AND SELF-
SERVING PATRIOTISM--AND
TO UPHOLD AUTHORITY'S
OBLIGATION TO THE PEOPLE.







EL FIN





BACARDÍ.

