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Bacardi Unlocks Granular On-Premise Market Intelligence with Jsonify's AI-Powered Data Platform

May 2025 – London, UK — Bacardi-Martini B.V., one of the world's leading spirits companies, has successfully completed a data innovation pilot with Jsonify to gain unprecedented visibility into bar and restaurant menus across multiple international markets. This success, announced at Web Summit 2025, unlocks significant value for companies like Bacardi who rely on such data for sales enablement.

The pilot, spanning the UK, Spain, and Dubai, used Jsonify's AI-driven extraction engine to process over **143,000 venues**, identify and parse **86,000 public menus**, and extract **1.5 million individual drink listings**—including cocktails, spirits, and pricing details. Jsonify's visual-first technology achieved **over 90% accuracy** on complex, design-heavy menus, a long-standing challenge for legacy scraping tools.

> "You guys did a very good job. We really like your flexibility, the extractions, how fast you turn around… The technology is quite impressive. It could be a new capability for Bacardi," said **Jesus Checa**, Commercial Strategy & Insights Director, Bacardi.

Bacardi is now embedding Jsonify's structured data into commercial workflows, empowering sales teams with competitive insights and venue-level intelligence. The success of the project was presented to Bacardi's Innovation Council, including the CEO and board, and laid the groundwork for potential global rollout.

Jsonify also ran a proof of concept on customer reviews, demonstrating early potential for sentiment analysis and 'venue vibe' scoring to complement brand presence data.

Jsonify CEO Paul Hunkin commented: "We're proud to support Bacardi's innovation strategy with a platform built for complex, real-world data challenges. This collaboration showcases how our AI Agents can deliver real business value, fast."

To learn more, visit www.jsonify.com.