



NEWS RELEASE
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Banks brews '1966' Ale for Independence

TWO VERY SIGNIFICANT EVENTS took place in the sixties; Banks Breweries brewed and bottled its first beer in 1961 and Barbados became an Independent Nation in 1966. In 2006, Banks Breweries celebrates Barbados' 40th Anniversary with the production of the full-bodied Amber Ale "1966" brewed from the finest malted barley and special hops.

Ale, a distinct type of beer brewed from quick fermenting brewer's yeast, is very common internationally, particularly in Britain, Germany, and the United States.

B&B's Brewed Products Brand Manager **David Sealy** said, "It's the very first Ale the local brewery has produced. For sometime our loyal consumers, many of whom may have traveled and consumed Ales overseas, have called on us to add Ale to our portfolio of beverages."

Traditionally, Ales range in color from light copper to dark brown and have a slightly bitter taste infused with the sweet flavour of malted barley. Banks General Manager **Chris St. John** noted, "1966 is produced in the style of a typical English amber ale and has a completely different taste profile from our flagship brand Banks Lager; however the alcohol level will be about the same as Banks."

"Banks Beer, which is a Lager, has been embraced by Barbadians and will continue to be available as both the Brewery and our nation grow to maturity," he added. The new Ale will be available throughout Independence and Christmas. 1,966 cases of the limited edition Ale will initially be available alongside Banks Beer.

The Making of an Ale

- Brewed from malted barley and is top fermented (yeast settles at top of brew tank).
- Shorter maturation period than lager beer.
- Fermented at temperatures of between 15 and 24 degrees

Ale (1966)

- Deep, rich colour
- Aroma is floral, fruity, and hoppy
- Short brewing cycle
- Slightly bitter taste

Lager (Banks Beer)

- Clearer, caramel colour
- Light aroma
- Long brewing cycle
- Mellow cleaner taste



Banks has produced its 1966 Ale in celebration of Barbados' 40th anniversary of independence.



Banks (Barbados) Breweries General Manager Chris St. John