



## PRESS RELEASE

Thursday June 14<sup>th</sup>, 2012

### Chefette, Coca-Cola join forces

**TWO LOCAL BUSINESS ENTITIES have sealed a deal which represents an investment in local manufacturing and a new dining experience for consumers.**

Chefette Restaurants Ltd and Banks Holdings Ltd (BHL) have entered into an agreement to give Chefette customers new beverage solutions. As of Tuesday June 19<sup>th</sup>, 2012, Chefette customers will have the option of ordering Coca-Cola, Coca-Cola Light, Sprite, Frutee Extreme Red and Frutee Pineapple from Chefette outlets island-wide.

BHL is the local producer of Coca-Cola beverages through carbonated beverage manufacturer the Barbados Bottling Company Ltd (BBC).

Managing Director of Chefette Restaurants Ltd, **Ryan Haloute**, is delighted with the new arrangement. "Banks Holdings Ltd offered a very good long term contract and price to supply us with Coca-Cola beverages and in addition, both companies have similar founding philosophies; being good corporate citizens by always giving back to the various communities. This partnership further solidifies our commitment to supporting local manufacturing and creating more job security especially in these challenging economic times."

CEO of the BHL Group **Richard Cozier** said: "It is an honour for us to be providing our products to an indigenous chain of restaurants known for quality meals, standards and service. We are very proud of this alliance."

Franchise Director for The Coca-Cola Company, **Daniel Saenz**, said: "Through this importance alliance, we have an exquisite combination over which the main chain restaurant in Barbados joins the most recognised beverage brand globally: Coca-Cola, declared by InterBrand as #1 Best Global Brand for the past 12 years and Chefette being a leading brand in Barbados since 1972. Two strong brands that join forces to provide not only a wide array of services and food through its 14 Restaurants, 9 Drive-Thrus and 2 Barbecue Barns but also to provide a new dining experience for consumers through the variety of our beverage portfolio."

Voted recently by New York based magazine Travel & Leisure as one of the World's top fast food chains, Chefette is celebrating its 40<sup>th</sup> anniversary this year.

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For further information, please contact Group PR Manager, Banks Holdings Ltd, Sophia Cambirdge, 227-6705 or [scambridge@thebhlgrou.com](mailto:scambridge@thebhlgrou.com)

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo).