



## Banks Holdings Limited

Friday, July 17<sup>th</sup>

NEWS RELEASE

### Hardears Golden Ram joins Malicious Brew

**FIRST THERE WAS A VEX YELLOW MONKEY. Now, there is a Hardears Golden Ram.**

These two beers which form part of the Malicious Brew series from Banks (Barbados) Breweries Limited have embraced Barbadian culture while breaking down the barriers of traditional beer.

Hardears Golden Ram is the most recent addition to the series. The beer tells the story of **Hard Ears**, an ordinary goat who never listened. Tales of a dark and complexly bold, golden liquid fascinated him and after one sip, his ears tingled with glee and a refreshingly golden hue quickly washed over him which he has never quite been able to get rid of.

This is the ethos of craft beer, where the story is just as important as the flavour. Described as having a robust taste suited to the more sophisticated palate, Hardears Golden Ram is a dark ale which is mildly bitter with a complex floral citrus garden hop flavour and tropical fruit esters' aroma. The beer was launched to overwhelming response on Friday, July 11<sup>th</sup> to a select audience of restaurant owners and other industry stakeholders at Banks' Visitor Centre, Newton.

Hardears Golden Ram joins Vex Yellow Monkey, the first craft beer to be launched in the series. With hints of honey, Vex Yellow Monkey is perfectly suited to those whose palate prefers the sweet.

Even more fascinating than a vex monkey with flaming yellow hair or a golden ram who is hardears is watching them get to their boiling point. Both beers feature a temperature-activated label where the colder they get, the angrier the animals become. Fascinating beer drinkers and wine lovers alike, Vex Yellow Monkey and Hardears Golden Ram have taken the beer market by storm.

“Craft beers tend to provide you with a different experience. Consumers today, especially young consumers are looking for something trendy and different. It is all about creativity – from the name to the taste,” said **Charles Walcott**, Category Manager, Banks Holdings Limited.

With a distinctly Barbadian element, the two beers in the series will soon be joined by other creatively- named brews.

“We are aiming to release one beer each year to the series. We wanted to make it very Barbadian with vernacular that everybody can relate to. A green monkey is synonymous with Barbados and you can go anywhere in the Caribbean and find a goat or ram and what goat is not hardears? However, the other craft beers will not all be animals, “Charles said laughingly.

**Akash Ragbir**, Brewery Manager, Banks Breweries also endorsed craft beer to the Barbadian market and credited the new state of the art brewery with allowing Banks to be innovative.

“The new technologies in the new brewery, coupled with the skills of our brewing staff now allow us the flexibility to broaden our scope and offerings to our consumers.”

He also noted that craft beer is the largest growing segment of beers in the United States, recording double digit growth in sales over the past 5 years.

“With this trend, Banks Breweries wanted to be the first in the region to enter this category of beers. We can hold our heads up high and be proud to say that we are pioneers in this field amongst our Caribbean neighbours.”

The term craft beer refers to beer that is crafted and not brewed by the typical mass production found in more traditional brands. Craft beers are very common in the U.S. and U.K. market in particular and are mostly done by microbreweries.

Hardears Golden Ram and Vex Yellow Monkey are available via large retailer suppliers such as Massy Stores and Wine World. They are also available at select restaurants and bars across the island.



**CAP.1: (from left)** Brewery Manager Akash Ragbir with media personality Astra Babb and a patron at the launch of Hardears Golden Ram on Friday, July 11<sup>th</sup>.

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