



Banks Holdings Limited

Thursday, October 30th, 2014

NEWS RELEASE

B&B DISTRIBUTION LIMITED REBRANDED

B&B DISTRIBUTION LIMITED, THE DISTRIBUTION ARM of the island's largest beverage conglomerate is being rebranded and will take on the name of its heritage company, Banks.

Effective Saturday, November 1st, all livery and signage will reference Banks Distribution Limited.

The company which distributes brands with the largest market share in the Beer, Soft Drink, Juice and Milk categories, will continue to service its more than 2000 customers in the channels of Large Retail, Hospitality, Wholesale and Traditional Grocery.

Banks Distribution's new brand identification will be manifested on all corporate documentation and livery.

Managing Director and CEO of the BHL Group, **Richard Cozier**, said the rebrand is designed to position the Group on a path of growth in the challenging economy.

"Increased competition and aggressive pricing strategies by our competition as well as vociferous demands by our shareholders for a greater return on their investment, have forced us to make a critical assessment of our beverage operations – this rebrand is a part of that move," he said.

Mr. Cozier further informed that the rebrand of B&B Distribution Limited to Banks Distribution Limited is in a strategic effort to increase efficiency and streamline operations within the Beverage Group.



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CAP. 1: Managing Director and CEO of the BHL Group, Mr. Richard Cozier announcing the rebrand of B&B Distribution Limited at a recently held Group-wide staff meeting.

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