

Banks Beer renews partnership with West Indies cricket

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Installed by fans as the unofficial twelfth man for the West Indies during their successful limited-overs series against England last year, the *'Beer of Barbados'* is back as the official beer partner for The Three Lions' upcoming Test tour of the Caribbean.

Banks Holdings Limited and the West Indies Cricket Board (WICB) have renewed their partnership for the upcoming Test series, with the deal making Banks Beer the 'official beer' of the 1st and 3rd Tests in Antigua and Barbados respectively.

England's tour starts on April 6th with back-to-back tour matches at Warner Park in St. Kitts, followed by the opening Test on April 13th at the Sir Vivian Richards Cricket Ground in Antigua.

The tour then moves to the National Cricket Stadium in Grenada for the second Test starting on April 21st, before climaxing in Barbados at the historic Kensington Oval on May 1st.

"For over half a century, the Banks Beer brand has continuously supported local and regional sport, especially our beloved cricket, and we see our partnership with the WICB as a continuation of this philosophy," said Charles Walcott, Category Manager for Banks (Barbados) Breweries Limited.

Walcott also noted increased export volumes to the United Kingdom, "which makes England's tour of the Caribbean a perfect fit for the *'Beer of Barbados'*."

Banks Beer is currently available in the UK at TESCO, Booker Wholesale and select ASDA stores.

"From a West Indian perspective, there's nothing better than hosting England for a Test series; they would rather lose a battalion than a Test match to the West Indies," added Walcott.

"Similarly, the English are always eager to sing a song and watch their team get the better of us in sunny conditions. And of course they drink plenty of Banks Beer!"

Michael Muirhead, Chief Executive Officer of the West Indies Cricket Board, said he was extremely pleased with the continuity of the WICB's partnership with Banks (Barbados) Breweries Limited.

"Banks Beer's sustained involvement in the regional game is very encouraging and we are looking forward to the enhancements beyond the boundary that the *'Beer of Barbados'* will be providing for fans during this most important of Test series," he said.

During the Series, Banks Beer will be featured prominently at every level with giveaways in the stadiums, live fan engagement on social media and a Series-specific marketing campaign.

Tia Sealy, the 2015 Banks Calendar Girl, will also be in the stands at Kensington Oval supporting the West Indies while engaging Banks Beer fans.

(ENDS)



CAP. 1:

A Solid Partnership! Charles Walcott (left) and Dexter Percil of Banks (Barbados) Breweries Limited, along with Michael Muirhead, Chief Executive Officer of the West Indies Cricket Board, after the '*Beer of Barbados*' renewed its partnership with the WICB for the upcoming Home Series against England.