



Banks Holdings Limited

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NEWS RELEASE

Banks Caribbean Lager a hit amongst the Brits!

With the demand for authentic Caribbean beer steadily on the rise, the award-winning Banks Caribbean Lager has expanded its export and distribution list, adding three more wholesalers to its current roster.

Already available from Imperial Cash & Carry in London, British fans will now have the opportunity to purchase the '*Beer of Barbados*' from Hyperama Wholesale; HT & Co. (Drinks) Ltd.; and Booker Wholesale.

"It is clear to us that Banks' profile is on an upward trajectory. Since making its debut 'across the pond' a few years back, Banks Caribbean Lager has been a consistently strong performer for us, so we are naturally pleased to increase our presence in the United Kingdom," said Charles Walcott, category manager for Banks Holdings Limited.

"The West Indian food and beverage category continues to grow rapidly and home-grown products are becoming ever more appealing to the mainstream consumer. With an increased footprint, we will now seek to strengthen and widen the penetration of Banks' products in the wider UK market."

Richard Bateson, Senior National Account Manager with Marston's Beer Company, which is responsible for the distribution of all Banks products in the United Kingdom, said the recent expansion augured well for Banks Holdings Limited.

"Banks is incredibly popular in its homeland, and for many Brits, it's a little slice of Caribbean paradise," he said.

"With increased distributorship, Banks will now be able to place more bottles in more hands, which at the end of the day, is a win-win situation for both Banks Holdings Limited and the British consumer."



Banks Caribbean Lager is also currently available at select Tesco stores.

(ENDS)