

NEWS
For Immediate Release



TBS INTRODUCES THE BEER OF BARBADOS and GUYANA TO THE U.S.
South Carolina Importer Adds Banks Beer to Celebrated Portfolio

Mt. Pleasant, S.C. (June 1st, 2013) – Total Beverage Solution (TBS) welcomed Bajan brew, Banks Beer, to its increasing portfolio of internationally recognized brands on June 1st.

“Banks is the first Bajan brand to join Total Beverage Solution,” said TBS president and CEO **Dave Pardus**. We at TBS are proud to work with so many recognized international brands and this provides us a brand with a “fun under the sun” brand positioning similar to other Caribbean beer brands that perform well in the US. We will focus on East Coast markets that have high tourist traffic to and from Barbados.

Banks was first founded in 1955 in Guyana and then in 1961 it came to fruition as the innovative idea of Guyanese entrepreneur, Peter D’Aguiar in Barbados. Since then, Banks (Barbados) Breweries has steadily evolved, not only into a business icon for the Bajan manufacturing industry, but also into a brand with international prestige. In 2008, a unified Banks Beer celebrated its launch into the American market.

This decorated brand’s excellence is demonstrated through its many accolades. Banks Beer received its first international award, The Diploma of Excellence, at the Lager Beer Competition in England in 1971, only ten years after the brewery’s opening. Since then, Banks has continued to build acclaim, most recently receiving five gold medals at the 2013 Monde Selection, the Belgium-based International Institute for Quality Selections.



About Banks

Banks Beer was founded in Barbados in 1961 by Peter D'Aguiar. The brand, originally available only in Barbados began exporting to neighboring islands in 1968 and is now available in Ontario Canada, The UK and selected countries in Europe. For more information, visit <http://www.us.banksbeer.com/>.

About Total Beverage Solution (TBS)

With an impressive portfolio of wine, beer and premium spirits, Total Beverage Solution supplies the U.S. market with some of the world's most unique brands. Founded in 2002, the company represents brands with market presence and a strong potential for growth. Total Beverage Solution's first sizeable supply contract was Greene King brewers, the producers of Old Speckled Hen and Abbot Ale. Currently, the portfolio includes such brands as Germany's Weihenstephan Beer, from the world's oldest brewery; Birra Moretti, an acclaimed Italian beer; Affligem, a historic Belgian Abbey beer; Tohu Wines from the Marlborough region of New Zealand, the only Māori -owned wine company; Nectar Ales, one of the nation's pioneering microbrewers; Colombo, a D.O.C. fine Marsala wine, Edradour Distillery, Scotland's smallest distillery, Philadelphia Distilling, Pennsylvania's first craft distillery since prohibition, Berentzen, Germany's finest Liqueur since 1758 and Southampton, an award-winning craft brewery. Passionate about quality and craftsmanship, the company strives to work with producers of the finest products and create value and demand for each brand based on its individually unique qualities. With this philosophy, Total Beverage Solution has quickly earned a reputation for its market expertise and proven sales results. Total Beverage Solution is headquartered at 421 Wando Blvd. Suite 200, Mt. Pleasant, SC 29464. For more information, visit www.totalbeveragesolution.com or call (843) 881-0761.

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