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**NEWS RELEASE**

**CLEAR: The reinvention of the local soft-drink industry!**

Banks Holdings Limited (BHL), the leading manufacturer in the local beverage market, is pleased to unveil its new vision for the soft-drink industry.

And the company's vision is CLEAR.

Produced entirely in Barbados, CLEAR is the new low-calorie, low-sugar, sparkling beverage with the delicious taste, full flavour and thirst quenching properties that are normally associated with a soft drink produced by BHL.

In short, this is *the* product that will transform – and modernize – the local soft-drink industry.

"There's no denying that the '*better-for-you*' category in the local food and beverage market has exploded in the last decade," said Alexis Garrett, BHL's category manager with responsibility for CLEAR.

"Every day, sales of carbonated beverages continue to shrink as more and more people begin to pay closer attention to their personal health and overall well-being. And while this phenomena doesn't necessarily help the bottom lines of *fizzy-drink* producers, it is indeed a positive development - one which CLEAR fully intends to be a part of."

CLEAR - which itself is colourless - will be distributed in transparent 500ml bottles. It contains just 45 calories per serving and will be available in four exotic flavours: Apple, Pomegranate, Strawberry-Kiwi and Lychee.

The branding of the bottle is also modern and trendy, reflecting the lifestyle of the CLEAR consumer.

"The BHL team has worked tirelessly to refine the taste and character of CLEAR, and we have crafted this product to meet the most exacting of standards. We are thrilled with the final results and we are very much looking forward to receiving consumer feedback, which we are confident will be overwhelmingly positive," added Garrett.

CLEAR will be distributed by B&B Distribution.



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