



## Banks Holdings Limited

February 19<sup>th</sup>, 2015

### NEWS RELEASE

#### FRUTEE raves with new RedBerry flavour

**The local beverage market has received a flavourful boost from FRUTEE, the popular carbonated soft-drink produced by the Barbados Bottling Company Ltd.**

RedBerry Rave has been unveiled as the first expression in FRUTEE's *'Mad Flava'* campaign, and according to **Jeremy Foster**, Category Manager for Banks (Barbados) Breweries Limited, "it's the *maddest* flavour yet".

"FRUTEE is the undisputed champion of flavour and RedBerry Rave certainly reinforces that title. Refining the taste took months to perfect but we are especially pleased with the final result," said Foster.

RedBerry Rave joins 13 other product offerings under the FRUTEE brand including the marquee Ginger Ale and the very popular Xtreme Red.

"While someone's individual taste is acutely subjective, we believe we have ticked all the right boxes with RedBerry Rave. It's a big burst of cherry with just the right amount of berry and we are very excited for Barbadians to get their first taste."

Foster said the introduction of FRUTEE RedBerry Rave was a tangible indication of BHL's continued innovation thrust.

The BHL Group of Companies, which is comprised of the Barbados Bottling Company Ltd, the Barbados Dairy Industries Limited (Pine Hill Dairy), Banks Distribution Ltd. and Banks (Barbados) Breweries Limited, owns and represents the leading brands in the alcoholic, non-alcoholic and carbonated soft-drink beverages market in Barbados.

"The local beverage industry remains a very competitive space and we do not intend to take our position as market-leader for granted. New packaging, designs and flavor profiles were recently introduced across the BHL portfolio of brands and the new FRUTEE RedBerry Rave is a continuation of this philosophy," added Foster.



**CAP.1** Jeremy Foster, Category Manager for Banks (Barbados) Breweries Limited.

<0>

For further information, please contact Group P.R. Manager Sophia Cambridge, 227-6705;

233-6627; [scambridge@thebhlgrouppr.com](mailto:scambridge@thebhlgrouppr.com)