



Banks Holdings Limited

NEWS RELEASE
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Guinness Master Brewer Tour – Caribbean 2010

GUINNESS® GLOBAL MASTER BREWER ARRIVES IN CARIBBEAN TO LAUNCH GUINNESS® BRAND ACADEMY

Fergal Murray, Guinness® Global Master Brewer and Global Brand Ambassador, is visiting the **Banks (Barbados) Brewery Limited** team in **Barbados** to launch the new global Guinness® Brand Academy and announce the Caribbean-leg of world-wide plans for the celebration of Arthur Guinness Day 2010.

The Guinness® Brand Academy, unveiled for the first time in **Barbados**, ensures that all Guinness® teams understand the remarkable 250 year heritage and magic of Guinness® as well as how Guinness® is brewed using a glorious combination of finest quality natural ingredients and a unique brewing process.

During the Brand Academy workshops, Fergal will tutor participants in the Guinness® Perfect Serve – the 5 steps that ensure that Guinness® consumers enjoy the Greatness™ in every drop of Guinness®:

- **Step One – Chill:** The distinctive and rich taste of Guinness® is best enjoyed when served extra cold, ideally between 4- 6 degrees, and straight from the fridge. A beautifully chilled bottle of Guinness® is wet with condensation and as soon as you see it, you know you will get that great satisfaction that only Guinness® can deliver.
- **Step Two – Release:** Much of the enjoyment of Guinness® comes from the anticipation of the first drop as the barman reaches into the fridge and brings out that precious iconic Guinness® bottle and you start to anticipate the distinctive taste of Guinness® and the rich, dark liquid. Make sure the barman opens the bottle close to you so you can watch the crack of the crown, hear that “pssst”, release the freshness and unique roasted aromas from inside the bottle.
- **Step Three – Pour:** Guinness® is equally special whether enjoyed from a bottle or from a glass. For those who like to pour it into a glass there are some key things to remember that can really help you savour the whole experience. The first step is to create the

perfect arc with the bottle and glass by pouring at a 45 degree angle. Watch as the magical black liquid hits the bottom of the glass and creates that wonderful explosion of the creamy head. Straighten the glass and slowly fill to the brim. Appreciate the rich dark colour as the liquid surges and settles, crowned by the creamy head.

Guinness® is equally special when enjoyed from the bottle. Feel proud when holding one - it is original and totally different to any other beer. It is stylish and contemporary and epitomises the premium stature of the Guinness® brand. Admire its sleek silhouette, the embossed Guinness® harps on the shoulder and, of course, the Arthur Guinness signature which guarantees its premium quality. Grasp the bottle label facing outwards. Anticipate the rich reward within and be proud you've chosen one of the best beers in the world.

- **Step Four – Toast:** Guinness® can be appreciated as much as with the eyes as with the mouth. Take time to appreciate the distinctive, dark colour that sets it apart from other drinks and which is a result of the unique brewing process, perfected over hundreds of years. Grasp the cool glass, raise to the light and admire the rich dark colours and perfect head. Toast all your friends, family, the bartender or the man who started it all 250 years ago... Arthur Guinness.
- **Step Five - Enjoy!** Take the first sip and awaken your taste buds. Savour the perfect bittersweet balance of the roasted malts and hops. Enjoy the rich and satisfying taste that can only be Guinness®. Nothing rewards like a Guinness®.

As the Guinness® International Master Brewer, Fergal is the custodian of the magic and myth of Guinness® and the guardian of Guinness® quality, ensuring consumers can enjoy great looking, great tasting Guinness® every time, everywhere. He travels the world introducing people to the Greatness™ of Guinness® and empowering them to learn the best ways to savour the Greatness™ in every drop whether it is Guinness® FES as enjoyed by millions across Africa and in Asia and the Caribbean or Guinness® Draught which is enjoyed across many markets including Ireland, Europe and North America.

Over the last year, Fergal has travelled extensively as part of the Guinness® worldwide 250 celebrations including visits to the United States, Asia, Europe, Australia and East Africa.

GUINNESS®, the world's best-selling stout. It is one of the most loved and adored beers globally.

During his visit, Fergal will also be discussing the plans for the celebration of Arthur Guinness Day, a world-wide commemoration of the Arthur Guinness signing of a 9000 year lease for the site of the St. James Gate Brewery in Dublin, Ireland in 1759. The second Global Arthur's Day will be celebrated on Thursday 23rd September 2010.

Arthur's Day honours the remarkable legacy of Arthur Guinness, the pioneer and philanthropist, a truly Great Man who introduced the GUINNESS brand to the world.

Global Celebrations will take place, with people coming together to raise a bottle/glass to Arthur Guinness at mega events across Ireland, Europe, Asia, Africa, North America and the Caribbean.

Greatness in Concert

The Caribbean tribute to Arthur's Day will culminate with the staging of GREATNESS IN CONCERT. The event will honour the great architects of the Dancehall genre.

This massive regional concert will feature great performers in the Dancehall genre, the musical genre most influential in the Caribbean. Head-lining the concert celebration is multi platinum and diamond selling international recording artiste Shaggy and will feature several other Caribbean musical greats.

Greatness in Concert takes place in Jamaica on October 23 at the National Stadium.

Consumers across the region will have a chance to win a VIP trip to Jamaica for Greatness in Concert simply by purchasing Guinness® and raising a Toast to 'Arthur' Consumers from across the Caribbean will have a Chance to win a

Fergal Murray commented: "On this visit to the Caribbean, I am delighted to be here to launch the Guinness® Brand Academy and announce the exciting plans for the celebration of Arthur's Day in the Caribbean. I will be meeting the Guinness® team, Guinness® consumers and trade partners to introduce them to the Greatness™ of Guinness® and empowering them to learn the best ways to savour the Greatness™ in every drop."

Guinness® is the world's leading stout and its glorious combination of finest quality natural ingredients, unique manufacturing process and exceptional heritage means there is Greatness in every drop of Guinness® brewed and enjoyed.

Fergal and Guinness team encourage everyone to enjoy Guinness® responsibly.

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Notes to editors:

As the Guinness® Global Master Brewer, Fergal Murray has a unique job as the custodian of the magic and myth of Guinness®. As part of his job he travels the world, introducing people to the greatness of Guinness® and sharing their enjoyment of the distinctive international brand. He has been an integral part of the production for billions of glasses of Guinness® and has visited literally thousands of bars worldwide for quality assurance.

After receiving an Applied Sciences degree from Trinity College in Dublin and an MBA from Open University, also in Ireland, Fergal Murray began his career as a Guinness® Research Chemist in 1983. Shortly thereafter, he enrolled at the Institute of Brewing in London and successfully completed a grueling curriculum to earn his Master Brewer degree.

He has worked as worked in many Guinness Breweries and packaging facilities across the world including his role as the Technical Manager in North America.

He is renowned for the development of the 6 steps to the Perfect Pour (draught) – 5'C's critical criteria for dispensing systems as well as the development of the 5 step ritual for the Perfect Serve Guinness FES.

Fergal has been quoted in many global publications including the NY Times, and Playboy, and has appeared in several international broadcast such as BBC World, The TODAY Show, Jimmy Kimmel Live, Late Night with Jimmy Fallon, NYSE coverage on CNBC, FOX America's Nightly Scorecard and CTV Montreal to name a few.