



Banks Holdings Limited

PRESS RELEASE

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DEPUTY – A new taste in town!

CRISP, CLEAN, clear and refreshing are some of the words being used to describe Deputy – the first pilsner lager to be produced by Banks (Barbados) Breweries Limited since moving to its new state-of-the-art facility in Newton, Christ Church last year.

“The launch of Deputy marks not just the creation of a new brand of beer, but the opening up of new opportunities for both our local business partners and consumers,” said brewery manager **Akash Ragbir**.

Distributed in a 250ml green glass bottle, Deputy incorporates the delightful aroma of tropical fruit, with perhaps a suggestion of lingering sweetness in its aftertaste. Described on its label as ‘a quality pilsner lager’, the local brew is sunnily golden in its appearance with an alcoholic volume of 4.6% per serving.

“Refining the taste and character of Deputy has taken us quite some time, but we have crafted this beer to meet the most exacting of standards and we are thrilled with the final results,” added Ragbir.

A member of the Master Brewer’s Association of the Americas and associate member of the Institute of Brewing and Distilling, Ragbir also highlighted that unlike ales, which are oftentimes complex and even profound, a good pilsner should make virtue of its simplicity, offering instead uncluttered purity and liveliness in its experience.

Pilsners are a subset of lagers, which along with ales, are the two main groups of beer.

“Though one of the most difficult beers to perfect, pilsners should be refreshing and invigorating. This was our guiding philosophy in the brewing process for Deputy,” he said, noting the beverage would be introduced to the local market as a ‘value beer’.

“With the economic climate the way it is, times are tough for many beer drinkers, so we are seeking to provide them with a quality, low-cost offering. In short, we believe Deputy will become the marquee value beer in Barbados, and we fully expect that once Barbadians taste Deputy, they will not want go back to the weak and watered-down offerings from our foreign competitors.”

Nigel Lobo, sales manager of B&B Distribution, a sister company to Banks Holdings Limited, welcomed the addition of Deputy to its trade roster.

“Recently, we have seen the rise of cheap, imported beer, which to be honest, offers not much more than a low price-point. With Deputy, we are offering consumers a unique, fresh and vibrant choice of lager where the proof can be found in both its taste and price,” he said.



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