



Banks Holdings Limited

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NEWS RELEASE

Stallion Stout ready for entry to North American market

Already well-established in its native Barbados, Stallion Stout is poised to make its debut in the United States in the coming weeks.

Brewed from fine roasted malted barley and hops, the brewers at Banks (Barbados) Breweries Limited have also incorporated lactose in Stallion's composition to make it one of the finest milk stouts ever produced in the Caribbean.

"Arthur Guinness move over, Stallion Stout is here to stay," declared Charles Walcott, category manager for Banks Holdings Limited, who noted that the brew would make a great addition to the relatively under populated stout market in North America.

In 2011, the International Brewers Association reported that Stouts were in fact the fastest growing style of beer, outpacing even pilsners.

"We are confident that Stallion's unique - and robust - flavour profile will be a hit with American consumers who are craving a full-bodied, premium stout. And that goes for both men and women – Stallion identifies with strength in men and celebrates the confidence in women."

Walcott said that Stallion, which will be distributed by the South Carolina-based Total Beverage Solutions, would offer American beer drinkers something richer, darker, stronger and more complex than what they are typically accustomed to.

"There is no doubt that this centuries-old style of beer has a broad appeal for its rich texture, roasty aroma, and malty -- sometimes sweet – flavour," said Walcott.

"Stallion is a moderately bitter beer with medium-to-high sweetness from the lactose. It also has a moderate alcohol by volume content of five percent which we think will perfectly suit the needs of the North American market. At this juncture, we are certainly excited about the prospects."

Stallion Stout will be distributed in 275ml brown glass bottles and 375ml aluminium cans.

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