

BHL Banks Holdings Limited

NEWS RELEASE
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Banks Beer in plastic not replacing glass

THE RECENT LAUNCH of new, lightweight packaging for Banks Beer is intended to make the gold-award winning beer available for special events rather than to replace the distinctive glass bottle.

At a recent press launch, Banks Breweries General Manager **Chris St. John** stressed, "Banks Beer in plastic is a complement to Banks in glass and not a replacement. In addition, this packaging allows us access to additional areas."

Brewed Products Brand Manager **David Sealy** said, "After five years of research and development, we are now able to offer the Barbadian public packaging which is an innovative, safer, convenient and portable."

Mr. Sealy added, "Patrons can use their Banks Beer in plastic closure along with the special white Banks Beer crowns to enter the brand's current 'That's How We Ride' promotion."

Banks Beer in plastic contains 16% more beer, has a resealable closure and is guaranteed to stay cold longer. The bottles are recycled and used in the production of roof shingles by the Brewery's sister company, Duraplast Inc.



PIX CAPTION:
(L-R) BBC General Manager William Haslett and Banks Breweries General Manager Chris St. John with the new Banks Beer in plastic.