

BHL Banks Holdings Limited

NEWS RELEASE

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TWIST breaks new ground in the UK

TRADE CUSTOMERS WERE TREATED to the full compliment of BHL's UK drinks portfolio at the Speciality Fine Food trade show, Olympia, London earlier this month.

Featuring Banks Legends, Twist, Tiger Malt and selected Frutee brands, the Taste Of Barbados stand attracted many visitors from Great Britain, Ireland and Europe, keen to sample the range of drinks now on offer through specialist Caribbean importer and distributor Dees Imports of London.

'This was a real step into the premium marketplace for us' commented **Peter Martin** of International Brands, who is developing significant opportunities for Barbados manufacturers in the UK through the support of the BIDC. 'Twist in particular, crosses the boundaries between ethnic trade and the mainstream market. Not only is it a traditional brand with loyalty amongst the UK Bajan and Caribbean communities, but also, and due to the professional packaging and delicious flavour with mass appeal, it is now entering the wider market, where consumers are looking for a new refreshing brand that is multifunctional.'

The growing demand for Caribbean produce coupled with Twist fitting into the revival of retro products like shandy, has helped gain a listing with The Booker Group, one of the UK's largest Cash & Carry organisations.

'The portfolio at Booker is increasing, thanks to a sustained programme of promotional activity and product sampling' added Peter Martin, 'and along with Banks Legends and Tiger Malt, Twist is strengthening our hand in this key market sector, and opening doors for other Barbados products.'

Over 1000 samples of the BHL range were given out during the 3-day event, generating a substantial number of trade enquiries from the stream of enthusiastic visitors.



PIX CAPTION:
Over 100 samples of the BHL Group's UK beverage portfolio were given out during the Speciality Fine Food trade show in Olympia, London earlier this month.



PIX CAPTION:
Visitors to the
Speciality Fine
Food trade show in
Olympia, London
earlier this month
enjoyed the full
compliment of The
BHL Group's UK
beverage portfolio.