

BHL Banks Holdings Limited

NEWS RELEASE
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Shop owners in St. Lucy rewarded

THE WINNING SHOP OWNERS in the parish of St. Lucy for Banks Beer's ongoing 'Showdown' Trade promotion have been presented with their prizes.

First prize winner, **Merton Blackman** said, "The promotion was extremely successful. Banks is the beer my customers prefer."

The traditional grocery promotion focuses on a specific parish each month with three customers from the parish having the opportunity to win prizes. Each shop is assessed on product compliance, highest percentage increase, brand loyalty and total sales.

At the end of the promotion, grand prizes of \$30, 000 and \$10, 000 will be awarded.

1st Prize- Merton's Place

Location: Moon Town, St. Lucy

Open: Seven days a week

Proprietor: Merton Blackman

In operation for over 20 years, Merton's Place offers the best in Bajan cuisine. Proprietor Merton Blackman said, "From Thursday - Saturday, we offer all of the local favourites from rice and peas to pork. Our specialty is dishes made with breadfruit from boiled breadfruit to breadfruit chips."



Caption: B&B Pre-Seller Glenroy Parris (left) congratulates first prize Merton's Place Proprietor Merton Blackman. Blackman received a 37-inch flat screen television.



2nd prize- Steve & Roger's

Caption: Steve Rowe of Steve & Roger's (left) was the winner of a surround sound-system. At left is B&B Pre-Seller Glenroy Parris.



3rd prize - Kiddy's Bar

Caption: Cheryl Belgrave of Kiddy's Bar (left) accepts the third prize of a karaoke system from B&B Pre-Seller Glenroy Parris.