

BHL Banks Holdings Limited

NEWS RELEASE
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PLUS revitalizes image

THERE IS SOMETHING different about the unique Barbadian beverage, PLUS.

Local producers, Banks (Barbados) Breweries Limited have revitalised the look of the brand's distinctive 340ml green bottle. PLUS' packaging was changed from an ACL (pre-printed) bottle, to feature bold and colourful neck, front and back labels.

PLUS Brand Manager **Julian King** said, "PLUS is one of the most mature brands in the Brewery's portfolio and we have revamped the brand's image to coincide with the new marketing direction. The launch of the new look PLUS bottle is the first of several planned developments. To complement the new look, there will be a new exciting campaign titled 'PLUS Revitalize.'"

King however assured Barbadians that the liquid in the bottle remains unchanged. "PLUS will have the same great, award-winning taste which Barbadians have become accustomed to since its introduction to the local market over 35 years ago," he said.