

# **BHL** Banks Holdings Limited

NEWS RELEASE  
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## **USA distribution team tour Banks (B'dos) Breweries**

**REPRESENTATIVES OF REPUBLIC NATIONAL Distribution Company (RNDC), the Banks Beer distributor in Florida, recently paid a visit to Banks (Barbados) Breweries Limited where they were hosted by the management team.**

RNDC's Sales Representative- On-premise Division Central Florida **Briley Tomlinson**, Sales Consultant- On-premise Wine & Spirits Florida Keys **Tom Guida** and **Kelly Tadlock** were very excited and pleased to learn and experience firsthand where the award winning lager is made for their market.

Official import agent, Stansfeld Scott Inc.'s Brewery Portfolio Manager, **Nigel Lobo** said, "RDNC was appointed as the distributor for Banks Beer in June 2008 and has been distributing Banks Beer through its four major distribution centers across Florida. To date Banks Beer has been listed across the state in independent liquor retail stores, chain wholesalers like Total Wine and More and major supermarket chains Publix & Albertson and continues to grow distribution in key cities and towns across the State. Banks Beer adds a strong Caribbean authenticity to RNDC's portfolio and along with other premium imported brands from around the world brings much respect to their portfolio in Florida."

"Along with other features and programs that are run in and around the year through Florida, this summer Banks Beer will be expanding the 'Explore the Caribbean' promotion across its three main east coast markets New Jersey, New York, Florida and Canada, where consumers will have the opportunity to win an all inclusive trip for two to Barbados."

CEO of export agency for the brand, Beverages Caribbean Inc. (BCI), **Ray Chee-A-Tow** revealed that additional cities have been identified in which to launch Banks Beer. "The recession and harsh winter across North America has had a impacted the consumption of the brand since its introduction in 2008, however, plans are in place to target additional cities in the USA. Timing is always critical as beer brands are only launched in Spring/Summer seasons. Our focus will be on Georgia, South Carolina and North Carolina this year," he said.

He added, "Our website [banksbeer.com](http://banksbeer.com) has also been re-launched with links to our facebook and twitter pages thereby giving fans real time access to information about their favourite brew."



**PIX CAPTION:**

**Members of the Banks (B'dos) Breweries' management team presents Florida distributor Republic National Distribution Company's Tom Guida (third left), Briley Tomlinson (centre) and Kelly Tadlock (third right) with some Banks souvenir items after their tour. (L-R) Brewery Manager Akash Ragbir, Quality Assurance Manager Paula Rose, Production Manager Martin Hall, Head Brewer Steven Gittens, Stores Manager Junior Holder and Chief Engineer Peter King.**