



Banks Holdings Limited

**Friday February 8, 2013**

**NEWS RELEASE**

**BBC WINS REGIONAL AWARD!**

**BARBADOS BOTTLING COMPANY (BBC) has won the inaugural TradeKo Coca-Cola Regional Sales Race.**

BBC now bears the designation Best Caribbean Supplier for 2012 copping the prize from beverage suppliers in St. Kitts, St. Lucia, Grenada and Trinidad and Tobago.

To win this award, BBC met the following criteria. For the period September 26th to December 21st 2012, TradeKo Customer Service tracked the progress of participants in the areas of order confirmation (confirming orders within 24 hours of placement through written confirmation), order fulfilment (confirming orders are 100-percent accurately filled), 'loadability' check (containers being filled to 100-percent capacity) and on-time dispatch (dispatch orders on the required date).

Director of TradeKo **Enrique Ackerman** presented a trophy to the winning managers Supply Chain Manager **Corey Campbell** and Beverage Plant Manager, **Lorenzo Roach**, while additional prizes were awarded to the two principal contacts in the dispatching department, Corey Campbell and Logistics Co-ordinator **Llewellyn Bullen**.

Mr. Ackerman explained that the purpose of the competition is to measure business practices. "We aim to select the best when it comes to the export of Coca-Cola brands in the Caribbean region. This contest initiative can help us better achieve our objectives, maximise service level and meet all client needs."

What Mr. Ackerman found impressive is that companies automatically participated as Coca-Cola suppliers and therefore did not specially prepare for the competition. "It is a compliment to you (BBC) that you can win without even trying and shows that your processes are working well."

Group Operations Manager **William Haslett** thanked Mr. Ackerman for the award and expressed his happiness with the entire BBC team. "This is a team that knows what to do and gets on with the job," he remarked.

Beverage Plant Manager **Lorenzo Roach** added that it is BBC's hope the award would "open the door for more export opportunities."



CAP. 1 From left: BBC's Supply Chain Manager Corey Campbell and Beverage Plant Manager Lorenzo Roach receiving the Best Caribbean Supplier award from Director of TradeKO Enrique Ackerman.



CAP. 2 BBC's Logistics Co-ordinator Llewellyn Bullen receiving his prize.

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