



Banks Holdings Limited

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NEWS RELEASE

'Vex Yellow Monkey' Starts New Craft Beer Series from Banks!

A "Vex Yellow Monkey" is busy knocking over bars in Barbados.

And local beer lovers are desperately trying to catch it.

Produced by Banks (Barbados) Breweries Limited, the first offering in the new Malicious Brew Series of Craft Beer was officially unveiled at Harbour Lights last Friday evening to much fanfare.

The exciting new blonde lager was introduced to patrons with a special evening of giveaways, including a \$250 prize for the person who found the stuffed monkey, and opportunities to impersonate the Vex Yellow Monkey by taking pictures in the vexed photo frame.

"With the introduction of Vex Yellow Monkey, we are essentially presenting Barbadians with their very first taste of a locally-produced craft beer," said brewery manager Akash Ragbir.

"Over the past couple of years, we have seen the diversification and expansion of the local beer market and we believe the timing is right for the introduction of craft beer. Consumers are becoming more discerning and we are seeking to provide them with a different beer category altogether."

The limited edition beer, which is uniquely dressed in the Caribbean's very first temperature activated label, is brightly golden in appearance with an alcoholic volume of 4.6% per serving.

As its 250ml brown glass bottle gets colder, the bright yellow label reveals a wicked scowl that gets the Monkey even more vexed – thus the name, Vex Yellow Monkey.

"Make no mistake about it, this is a limited edition product which offers beer drinkers elements of surprise and excitement in both its packaging and contents," said Ragbir, who also noted that Vex Yellow Monkey was not to be compared with the company's more traditional offerings.

Banks' chief brewer also said that once stocks had been exhausted, craft beer fans could look forward to another brew - hitting shelves probably around October or November - which had its own unique flavour profile and name. Traditionally, craft beers are produced seasonally and carry unconventional titles.

"Creativity and craftsmanship are at the heart of this new craft series, both in the brewing process and in its presentation. The Malicious Brew Series really demonstrates the versatility of our state-of-the-art brewery in producing award-winning, world-renown products, while also serving the several niche markets that are part of the full spectrum of brewing."

Charles Walcott, category manager for Banks Holdings Limited, said the new series, the first of its kind in the regional beer market, confirmed Banks as a leader in the industry.

“Vex Yellow Monkey and the Malicious Brew Series is a further diversification of our already expanded beer market. We are offering consumers greater choice with a wider range of products where there is something for every palate and occasion,” he said, noting that both the name of the Series and future beers in it would remain intrinsically Caribbean in nature.

According to Walcott, the Malicious Brew Series “was born from the need to give beer drinkers an escape from the ordinary reality of regular beers. As such, we are encouraging consumers to stay curious and keep their eyes peeled as we continue to rollout more offerings in the Malicious Brew Craft Series. This is just the beginning.”

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