



Banks Holdings Limited

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NEWS RELEASE

BANKS BEER UNVEILS LIMITED-EDITION CAN FOR CROP OVER

THE ‘BEER OF BARBADOS’ has received a makeover for Crop Over.

In support of the annual festival, Banks (Barbados) Breweries Limited has introduced a brand new design for its 330ml Banks Beer cans.

The limited-edition design, entitled *‘My Crop Over, My Banks’*, features animated imagery of stilt walkers and costumed revellers set against a backdrop of vibrant yellow and blue hues, the national colours of Barbados.

“We not only wanted to support the Crop Over festival, as we do each year through significant sponsorship packages, but we wanted to go a step further and let our product reflect the festival itself,” said **Charles Walcott**, category manager for Banks Holdings Limited.

Banks Beer was first produced in a can in 2012, primarily for export to North America, Canada and the United Kingdom. However, the new limited-edition can will only be available on local shores, in some instances at a reduced price.

“Banks Beer is one of the best pale lagers in the world, and since this is our first specialty can, and because it is a limited-edition run, we fully expect it to become a collector’s item,” added Walcott.

Banks Beer Ambassadors, Michael ‘Mikey’ Mercer and Anderson ‘Blood’ Armstrong of Soka Kartel, both lauded the company for its enterprise and foresight.

“When I first saw the can, I was blown away by the design. It reflects exactly who we are as Barbadians,” said Armstrong. “In every sense, it represents what Crop Over is all about – fun, excitement and the coming together of people.”

Widely known for its crisp taste and bold character, the ‘Beer of Barbados’ was recently awarded its fifth gold medal from the internationally recognised Monde Sélection, the Belgium-based International Institute for Quality Selections.

The award was particularly special for Banks (Barbados) Breweries Limited, as it came in just its first year of operation at its new state-of-art-facility facility in Newton, Christ Church.

Situated on five acres, the new brewery opened its doors in the early part of 2012, directly next door to sister companies B&B Distribution (the brewery's distribution centre) and the Barbados Bottling Company.



CAP. 1 *It's In the Can!* Charles Walcott, category manager for Banks Holdings Limited (centre), raises a toast with Banks Ambassadors Mikey (left) and Blood at the company's state-of-the-art facility in Newton, Christ Church.

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