



**June 28, 2013**  
**NEWS RELEASE**

### **Regional Distributor's Immersed in BHL Key Beverage Operations**

**THE PINE HILL DAIRY recently concluded its second Export Distributor's Conference held June 26-27.**

The two day workshop saw some 13 key partners from 11 markets as far away as New York, and including Guyana, Trinidad, Grenada, St. Vincent, St. Lucia, Dominica, Antigua, St. Kitts and Anguilla. The visiting distributors participated in workshop sessions with discussions, presentations and a day visiting local supermarkets and other retail outlets.

BCI's Commercial Manager **Henry Yearwood** explained that the workshop will help strengthen BHL's regional and extra-regional activity, "We are encouraged by the recovery we are seeing in the Pine Hill export markets – the growth in Guyana and consistency in Trinidad & Tobago. Other markets are motivated, are working efficiently and using the tools they gain from our conferences to move forward with various plans."

In 2011, a conference was hosted at PHD that resulted in BHL strengthening relationships with its distributors and enhancing the supply of PHD products. Last year's conference at Banks Breweries saw BHL continuing its international exposure of the Banks Beer brand. This year's conference was geared toward updating distributors on new product and packaging and changes in the export market.

Mr. Yearwood said, "We want our distributors excited about our upcoming product launches so they can return to their respective countries prepared to generate excitement there. Therefore, they will view our soon to be launched Evaporated milk and Fresh milk and 2% milk packaging, new 200 ml milks and Lactose free milk among other projects.

Participants were in Barbados at the invitation of the Barbados Manufacturer's Association as part of its buyer's programme launched in conjunction with the weekend's BMEX activity.

After spending two days with the BHL Group, visiting its state-of-the-art Brewery in Newton and its multi-acre PINEHILL complex on the outskirts of Bridgetown, the participants went on Friday to tour other local manufacturing facilities.

Director of the Barbados Manufacturer's Association, **Bobbi McKay** said, "It was an absolutely wonderful event and some of the opportunities for manufacturers were really great, as ordinarily they wouldn't get access to so many distributors at once. It makes a great case for getting Barbadian products into more markets."



CAP. 1 Pine Hill representatives and distributors.

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