



Banks Holdings Limited

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NEWS RELEASE

BANKS BEER WINS GOLD AT MONDE

BANKS BEER has done it again.

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.

Following awards in 1983, 1992, 2001 and 2003, Banks Beer once again triumphed over several international brands to secure the blue ribbon in the 'Beers, Waters and Soft Drinks' category.

"This is a wonderful result and it confirms what we in Barbados have known all along – that Banks Beer is one of the best pale lagers in the world," said brewery manager Akash Ragbir.

This most recent award is particularly special for Banks (Barbados) Breweries Limited, as it comes 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.

"Now that we are up and running at full capacity, there is no better stamp of approval for our new brewery," added Ragbir. "It is wonderful to see that our investment is paying dividends."

While echoing Ragbir's sentiments, Charles Walcott, category manager for Banks Holdings Limited, said it was the beer's iconic brown glass bottle that gave it the edge, as it protected the quality of the beer.

The lager is also produced in cans, predominantly for export to North America, Canada and the United Kingdom.

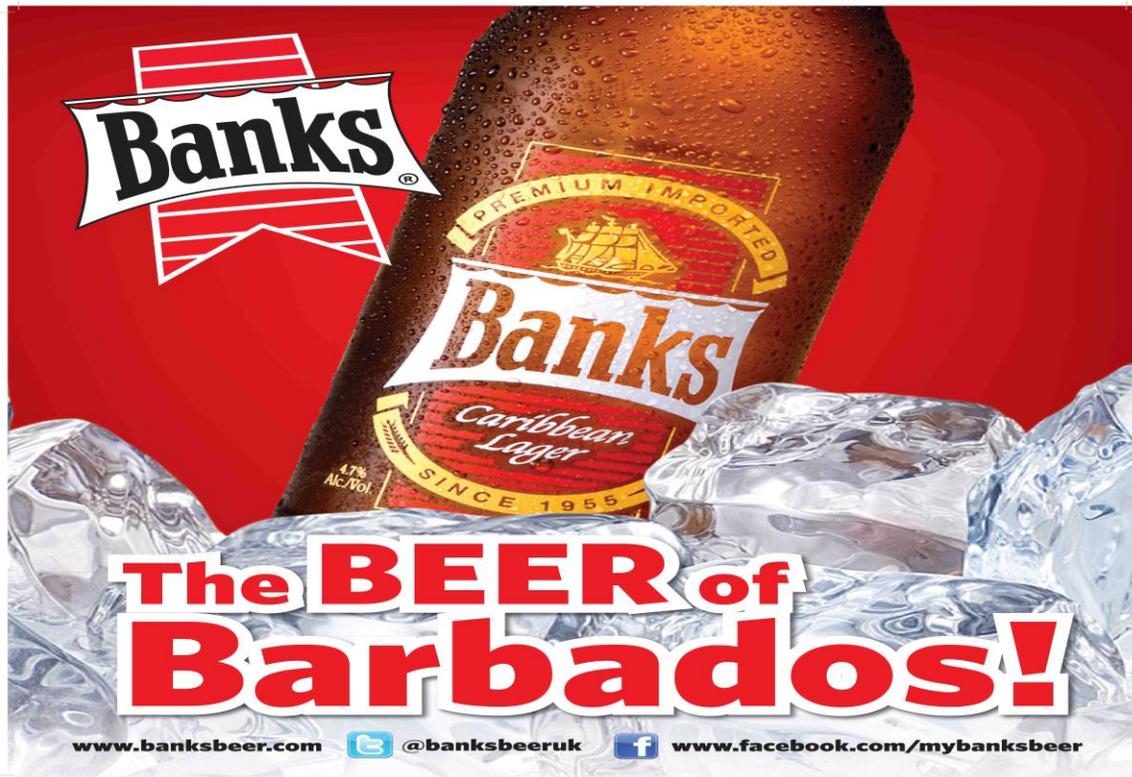
"Consistency, taste and a brown bottle, I think that's what won it for us," he said.

"Since its inception in 1961, Banks Beer has championed the use of a brown glass bottle. We believe this goes a long way in preserving our beer from external light which can, and oftentimes does, change the taste and character of beer."

Also founded in 1961, Monde Sélection's mission is to test consumer products from all over the world, granting quality awards to its winners.

Each year, more than 3,000 consumer goods and products are tested by a panel of more than 70 independent judges, including Michelin star-awarded chefs, members of the French Culinary Academy, brewing engineers, university lecturers, nutrition and health consultants, and chemical engineers.

This year's Monde Selection Awards will be presented during a ceremony in Stockholm on May 31.



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