



Banks Holdings Limited

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PRESS RELEASE

Soka Kartel conquer the road with 'Roll It'

Banks (Barbados) Breweries Limited would like to once more congratulate its two official Banks Beer ambassadors – Michael 'Mikey' Mercer and Anderson 'Blood' Armstrong, who together make-up the unrivaled duo Soka Kartel – for claiming the coveted 'Tune of the Crop' title with their high energy hit, 'Roll It'.

Their most recent triumph comes just days after they won the Party Monarch title at Soca Royale, while 'Roll It' also claimed the runner's up spot at the popular Foreday Morning Jam.

"Barbadians put their hands on their heads, their waists, their knees and their ankles yesterday...before rolling their 'batties' all the way down to Spring Garden to finish off the 2013 Crop Over Festival," the *Daily Nation* reported, alluding to the popularity of the song which instructs listeners to do the same.

Speaking on behalf of Soka Kartel, Blood offered his gratitude to the 'Beer of Barbados'.

"The Banks Beer family has supported us right from the start, so we have to say a huge 'thank you' to all of them," he said.

"Many times, it's an ice-cold Banks Beer that provides us with the initial inspiration we need to write a tune...and after winning so many titles this year, it will taste even sweeter!"

As individual artistes, Blood won his first Sweet Soca crown with his infectious tune 'Ah Can't Wait', while Mikey, a two-time Road March king, who created history last year when he won an unprecedented four titles – Sweet Soca, Party Monarch, Tune of the Crop and People's Monarch – finished fourth in the same competition.

Mikey, however, successfully defended his People's Monarch crown with his mid-tempo offering, 'Enjoy Meh Life'.

Blood also enjoyed a superb outing at the Pic-O-De-Crop finals last weekend where he finished a commendable third overall.

Charles Walcott, category manager for Banks Holdings Limited, was unable to contain his excitement at the results.

“Banks (Barbados) Breweries could not have asked for more. Blood and Mikey always go above and beyond, and we are proud to have them represent the ‘Beer of Barbados’. We can’t wait to see what they come up with next Crop Over!”

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