



## Banks Holdings Limited

### **BANKS BEER FORGING INTO NEW MARKET**

Sweden has been added to the list of international market where Banks Beer will be sold.

From May, the beer will be available for consumption in the European country and a total of 5400 cases of the beer are being shipped to Sweden. CEO of BCL (Barbados) Ltd, Ray Chee-A-Tow, said it is an honour to be entering the new market.

“We are pleased, we are very pleased,” said Chee-A-Tow. “Banks Beer in its 355 ml export package will be introduced and sold on the Swedish HoReCa Market.”

He explained that the HoReCa market is the name given to the on-trade channel in Sweden.

Banks Beer is represented in Sweden by TOMP Beer & Sprints AB, who had this to say about the development: “In the middle of May 2011 Banks Caribbean Lager will be launched at the Swedish retail monopoly Systembolaget. This launch is the result of a tender call made by Systembolaget in September 2010 where Banks Caribbean Lager won after an impressive tasting result where the brew outperformed all other competing Caribbean beers offered.”

Banks Beer will also be entering Ontario in the Canadian market, though not for the first time.

“We’ll be entering through the Liquor Control Board of Ontario (LCBO) and Banks Beer will be available from April to October since we won a seasonal tender,” Chee-A-Tow explained.

“This is the third summer that Banks Beer will be in Canada; the difference is that this year, the cost will be lower than previous years. We got a good price in spite of the recessionary period.”

If all goes according to plan, Banks Beer will be in South and North Carolina, and in Rhode Island in the US. The beer is already being exported to Florida and New York.

CAP. 1 Banks Beer being loaded for shipment to Sweden.