

# BHL Banks Holdings Limited

NEWS RELEASE  
January 27<sup>th</sup>, 2010

## De Port Hole is #1

### **DE PORT HOLE, Fontabelle, Bridgetown is the grand prize winner of Banks Beer's Showdown Trade Promotion.**

At the prize presentation at the Brewery last week, Proprietor **Ernest Morrison** received a cheque for \$30,000 compliments Banks Beer. He said, "As soon I learnt about the promotion I decided to participate because I knew that it would benefit both my customers and my business. Customers' absolutely loved the promotion and I am very pleased to be the winner. The fact that De Port Hole was competing against shops from across the island makes it even more special."

The second grand prize winner of \$10,000 was awarded to St. Elmo's Bar, Moon Town, St. Lucy.

Banks Beer's traditional grocery promotion focused on a specific parish each month with three customers from the winning prizes. Each shop was assessed on product compliance, highest percentage increase, brand loyalty and total sales. The shop with the best overall performance for the year was awarded the grand prize.

### **Grand Prize- De Port Hole**

**Location:** Fontabelle, Bridgetown

**Open:** 6:00am – until

**Proprietor:** Ernest Morrison

*Serving customers in Fontabelle for approximately 15 years, De Port Hole is a well-known locale for good food and a great lime. Breakfast and lunch are served daily, with Bajan favourites pickled steppers and pudding and souse on sale on Fridays. Those who enjoy karaoke can visit De Port Hole after work on Fridays to sing their favourite tunes and support fellow karaoke enthusiasts.*



**CAPTION:** Banks Beer Brand Manager Christian Gibbs (right) and 2010 Banks Calendar Girl Nikita Robinson congratulate De Port Hole's Proprietor Ernest Morrison on winning the grand prize in Banks Beer's Showdown Promotion.



**2<sup>nd</sup> grand prize-**  
**St. Elmo's Bar**

**CAPTION:** St. Elmo's Bar's Bartender Lorenzo Morgan (left) accepts a cheque for \$10,000 from Banks Beer Brand Manager Christian Gibbs (right) and 2010 Banks Calendar Girl Nikita Robinson.