Banks Holdings Limited

NEWS RELEASE
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## Shop owners in St. Michael recognised

**THREE SHOP OWNERS in St. Michael are the most recent winners in Banks Beer's ongoing 'Showdown' Trade promotion.**

First prize winner, **Sharon Perpie** said, "I felt fantastic when I was informed that I'd won first prize in the promotion. I always sell my Banks Beer at $2 so it feels very good to be recognised." She added, "For my customers and myself Banks Beer is, and will always be #1."

The traditional grocery promotion focuses on a specific parish each month with three customers from the parish having the opportunity to win prizes. Each shop is assessed on product compliance, highest percentage increase, brand loyalty and total sales.

At the end of the promotion, grand prizes of $30, 000 and $10, 000 will be awarded.

**1st Prize- De Escape Bar**
**Location:** Dottin's Alley, Bridgetown
**Open**: Monday – Saturday from 8:30am
**Proprietor:** Sharon Perpie

*Always a hive of activity, De Escape Bar has been in operation for just over three years. Proprietor Sharon Perpie said, "In De Escape Bar, the television is always tuned to a sports channel. Patrons can enjoy an ice cold Banks Beer while watching television coverage of their favourite sports."*

***Caption:*** *B&B Area Supervisor Shakida Belgrave (right) congratulates first prize winner, De Escape Bar's Proprietor Sharon Perpie. Perpie received a 37-inch flat screen television.*

**2nd prize- Ismay's Bar**

***Caption:*** *Ismay Singh of Ismay's Bar (left) was the winner of a surround sound-system. At right is B&B Area Supervisor Shakida Belgrave.*

***3rd prize* – Sandy's Liquor Bar**

***Caption:*** *Sandy Liquor Bar's Noel Hitlall (left) accepts the third prize of a karaoke system from B&B Area Supervisor Shakida Belgrave.*