



ANSA McAL (BARBADOS) LTD.

PRESS RELEASE

For Release: Immediately

Bryden Stokes Ltd. stands out from the crowd to win Procter & Gamble (P&G) Award

Bridgetown, Barbados, June 17, 2016. Leading distribution company, Bryden Stokes Ltd. has copped an award from Procter & Gamble (P&G), a multinational consumer goods company, for raising the visibility of its fabric care portfolio of products, with sales increasing tremendously as a result.

Bryden Stokes beat out a field of other distributors from across the Caribbean and Latin America to win the *Fabric Care Visibility Challenge* for “Brilliant retail execution of the Fabric Care portfolio behind key business drivers”.

Brand Manager, Brydens Stokes, Peta Welch, who led the execution of the visibility challenge, was delighted with the win. “There are many countries which go up for the award in Latin America and the Caribbean, including Trinidad and Tobago, Guyana, the Dominican Republic, and Mexico. So for Barbados to be recognized, and to actually win is extremely good.”

Marketing Manager, Lisa Jackman-Corbin agreed. “P&G is a multi-national, multi-billion dollar company and we’re pleased to be awarded at this level.” She also congratulated Ms. Welch. “Peta’s enthusiasm and drive were integral in achieving this award. She and her team did a great job in executing the challenge.”

Mrs. Jackman-Corbin explained that Bryden Stokes’ efforts were concentrated at two major supermarkets – Carlton & A1 and Emerald City - and focused on achieving attractive visual display and combining P&G products including Tide, Gain and Downy. The initiative also had to be maintained on shelf for several months.

Initiative leads to increased sales

Bryden Stokes CEO, Geoffrey Evelyn also commended the Marketing, Sales and Merchandising team and noted that the initiative had resulted in increased sales. “We achieved a major increase in sales due to the visibility and execution of the challenge. This is a stellar performance especially in this competitive market. We were able to reinforce brand equity, visibility and increase market share. This is important not just for us as a distribution company but for our major supplier, P&G.”

A team from Bryden Stokes recently attended a trade conference at P&G’s headquarters in Cincinnati, Ohio where they were presented with the award. There, Rick Williams, Market Manager, P&G congratulated Bryden Stokes for its commitment to P&G. “Bryden Stokes is a great ambassador for our brands and this award is testament to that. We look forward to even greater success in the months and years ahead as we continue to distribute and manage the range of P&G brands among consumers in Barbados.”



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In coming months, Ms. Jackman-Corbin said, consumers can look forward to “bigger and better initiatives” to further increase sales for P&G and the other brands which Bryden Stokes represents.

Bryden Stokes Ltd. is a member of the ANSA McAL (Barbados) Ltd. group of companies.

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Caption:

Bryden Stokes Ltd., represented by a team including CEO Geoffrey Evelyn (sixth from left) and Peta Welch, Brand Manager (fourth from left) recently beat out a field of other distribution companies from across the Caribbean and Latin America to win Procter & Gamble’s *Fabric Care Visibility Challenge* for “Brilliant retail execution of the Fabric Care portfolio behind key business drivers.”

Bryden Stokes received the award at P&G’s headquarters in Cincinnati, Ohio and were congratulated by their team including Carlos Giraldo, Latin America Distributor Markets (LADMAR) VP of Sales (first left).

About ANSA McAL (Barbados) Ltd.

ANSA McAL (Barbados) Ltd. operates several subsidiaries in Barbados including Bryden Stokes Ltd., Trimart Inc., Consolidated Finance Co. Limited, Standard Distribution & Sales (Barbados) Ltd., Brydens Insurance, and McEneaney Quality Inc.

The Group employs over 900 persons and is part of ANSA McAL Limited, a diversified public conglomerate listed on the Trinidad and Tobago Stock Exchange. Its business operations span the manufacturing, brewing, insurance, finance, real estate, media, shipping, trading/ distribution, automotive and industrial equipment retailing sectors.