

BHL Banks Holdings Limited

NEWS RELEASE
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Shop owners in St. Joseph & St. Andrew rewarded

THE THIRD GROUP OF WINNERS in Banks Beer's ongoing 'Showdown' Trade promotion have been announced.

The traditional grocery promotion focuses on a specific parish each month with three customers from the parish having the opportunity to win great prizes.

Each shop is assessed on product compliance, highest percentage increase, brand loyalty and total sales. First prize winner, **Yvette Linton** said, "I was very surprised by my win given that the shop only opened in February but from the beginning Banks Beer was the #1 beer choice for my customers. The promotion was so well received that I plan to introduce a Banks Beer Happy Hour for my customers."

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

1st Prize- Gaggs Hill Rum Shop

Location: Gaggs Hill, St. Joseph

Opening Hours: Monday- Saturday from 9 a.m.

Proprietor: Yvette Linton

Opened in February of this year, Gaggs Hill Rum Shop is a great place to stop for lunch. Proprietor Yvette Linton said, "During the week, our lunch specials offers customers all of their favourites, from macaroni pie and baked chicken to ice cold Banks Beer. On weekends, we serve food throughout the day."



1st prize caption: B&B Pre-Seller Patricia O'neal (right) congratulates first prize winner Gaggs Hill Rum Shop's

Proprietor Yvette Linton. Linton received a 37-inch flat screen television.



Seaside Bar

2nd prize caption: Seaside Bar's Sandra Nurse (right) was the winner of a surround sound-system. At left is B&B Pre-Seller Patricia O'neal.



Katie's Pit Stop

3rd prize caption: Leon Moore of Katie's Pit Stop (right) accepts the third prize of a karaoke system from B&B Pre-Seller Patricia O'neal.