

BRYDENS GROUP

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#05
JAN - MAR
2024

HOT!

SUMMER SAVINGS

SAVE UP TO 70%

ON MOTOR INSURANCE

GET PROTECTIVE PLANS FOR
YOUR HOME AS WELL



EDITORS'S NOTE

Dear Brydens Group,

Our Quarterly Publication continues to be a work in progress, finding the right mix of content to keep you informed, entertained and educated.

This edition, in addition to our regular content such as employee highlights and our performance overview, we are including a synopsis of key activities during the period + increasing our featured articles.

As always, your feedback is important, so we encourage you to share with us your thoughts and ideas of what you would like to see included for your reading pleasure. You can send your feedback to us at Group Corporate Communications –gcc@brydenstt.com.

We hope you enjoy this quarterly as much as we did putting it together for you.

Sincerely,

Janine M. Rajah-Medford
Group Corporate Affairs Manager
Publication Editor

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GROUP CEO'S MESSAGE

Dear Colleagues,

These months go by so quickly! It feels like such a short time ago I updated you on our business progress.

So what's going on (vibing 3Canal)?

A lot of things are happening. Some good, some not so good but no one ever said every day would be rosy. What I can say with great confidence is that our direction is positive.

Two (2) years ago, we said The Brydens Group would become a regional company, and have a footprint in key markets that would allow it to grow revenue and generate foreign exchange. That dream has begun. ASB has registered operations in Guyana, thus joining Bpi and FT Farfan in this exciting growth market. The Group also bought Stansfeld Scott Barbados in Q1, as part of the regional buildout for the premium beverage and pharmaceutical pillars.

I am excited, in particular, by the developments at Bpi, and I want to send a special shout out to them for all their efforts. However, we do have challenges with non-payment of over TT\$100m from key customers. You can well imagine how stressful this situation is; we have to find scarce funds to buy medical supplies whilst awaiting delayed payment. ASB is stabilizing, with most of the excess inventory now eliminated. Still, the very important Premium Beverages Division continues to be under tremendous pressure to generate the level of sales that we expect. Nonetheless, it is encouraging that we are seeing some positive signs that consumers are buying again. FTF continues to focus heavily on the Guyana market to generate growth. MICON has had challenges but there is a lot of work going on to recover strongly.

Bottom-line is that this is a challenging year, and we need to work as a team to improve productivity, reduce cost and reinforce the foundation for the rest of the year and beyond. We have to be clear about our purpose and ensure that each team member understands his/her role, working as a united force to deliver a strong second half of the year performance.

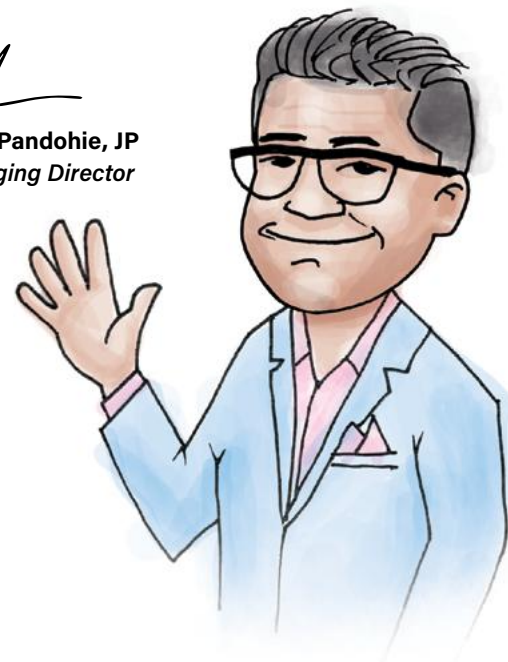
The company's 2023 results and annual report are now in the public domain. Ensure that you read them so that you can understand how the Company is performing and do not be afraid to ask questions and make recommendations.

I wish for you and your families all the very best, especially those with children who just completed exams.

See you soon,



Richard R. Pandohie, JP
CEO/Managing Director



NEW
PRODUCT

GREAT TASTE! BETTER VALUE



PERFORMANCE OVERVIEW

The Brydens Group experienced varying levels of performance for Quarter One, Fiscal 2024. It was nonetheless a busy one, froth of activities focused on maintaining market share, entering new categories, and seizing opportunities.

A.S. Bryden & Sons had a rough start to the year coming out of a disappointing Christmas Season, as retail sales remained constricted as customers practiced cautious spending. This coupled with increased expenditure on Carnival executions and product promotions resulted in below budget expectations. Managing Director, Stephen Welch indicated that the Management Team has since adjusted its strategy to balance discounts and margins, tightening of costs and reinforcing efficiencies in all aspects of business. Concerning boosting efficiencies, the Company increased its investment in professional development and the holistic well-being of staff; expanding curriculum courses offered by the Brydens Learning Centre alongside the launch of an Employee Wellness Program. The Eco Team also progressed several sustainability initiatives highlighting the Company's commitment to being an ethical agent.

Carnival was the biggest focus of the quarter, with an abundance of exciting activities. One of the most memorable executions was Hennessy's Spirit of Carnival campaign centered on a limited edition bottle and cup, which created a sense of exclusivity. The Food & Grocery and Hardware & Housewares Divisions also had quite a bit of momentum with the launch of several new brands including Sterlite, De Siam Cuisine, CIC Household, Eat Real and ANG Global. There were also line extensions to Triton, Genie and EVE all aimed at maintaining brand relevance and capturing market share by building on existing brand equity and consumer loyalty.

At Bryden pi, Managing Director Barry Tangwell's quote for the quarter was "To succeed in life, you need two things, Ignorance and Confidence" – Mark Twain. While there was a steep learning curve in some areas, the Company managed stellar performance in the first quarter that was due to the convergence of numerous moving parts within the organization. Notably, success was driven by the introduction of new lines (Pfizer), new launches (Café Barista Salted Caramel & No More Syrup Range), market expansion (Bpi Guyana) and the stabilization of supply chain issues from the previous year (Huggies S&D/Enfagrow).

The Company remains committed to its key pillar of unwavering commitment to innovation and adaptation and attributes success to its ability to embrace change with agility and foresight, allowing them to capitalize on emerging opportunities and navigate challenges with resilience. This coupled with their emphasis on cultivating a culture of collaboration and empowerment has fostered a sense of unity and purpose within the organization and across the region. Additionally, their commitment to customer satisfaction has been unwavering and has earned them not only loyalty but also lasting partnerships forged on relationships built on trust and respect.

At FT Farfan the first quarter had a number of notable successes; STIHL continued to drive sales with a focus on expanding dealerships, Kioti had its first sale, Aisle Master secured sales for Master Electric Forklifts in Jamaica, Forklift Rentals increased long term contracts and was ahead on budget whilst JCB trained 17 persons with 7 receiving distinctions. Other notable highlights included Castrol's 125th Anniversary celebration with the launch of a new logo, strides in strategic regional expansion plans with the registration of the Jamaican

arm in progress, and continued development of staff with Leadership and First Aid Training. In addition, the "talk" was all about preparing for the launch of TORQUE the newest private label line of Power Equipment. Over at ICON in Guyana, progress continued with the receipt of the ZoomLion units with a new company, FTF Guyana Inc. created to promote the brand.

Managing Director, Andrew Crooks aggressive growth strategy, drives these successes. The Company is resolved to being the leader in category by differentiating to ensure that they have the best offer based on price, quality, performance, and customer after care service.

Lastly, at MICON, Managing Director, Gerard Conyers, took a reflective approach at the start of the Fiscal Year to determine what factors led to successes and failures in order to formulate a plan for the way forward. The Company added new lines in Confectionery (JET) and Pet Food (Monello) and took this opportunity to relook at their route to market system to ensure that resources are used effectively to service every relevant retail channel. The Company also revamped their van route system by totally absorbing the former Franco Trading Van Team. All Micon vans now sell the entire portfolio of brands. The company attributes their double-digit growth in Food & Beverage to this restructure.

Carnival is always a busy period for Micon also, with Lucozade being a very active brand during the season. A favorite for providing much needed recovery and energy to take revelers to the next big event, the brand took advantage of the momentum to launch the new Apple Flavor. Post Carnival and into Lent, Welch's Grape Juice continued to be a big consumption brand with the team grabbing the opportunity to launch the "Share the

Goodness" campaign. However, perhaps one of the most exciting news was the introduction of Pet Foods, a new category for Micon. The lines include Monello Dog & Cat Foods, Twee Tweet Bird Seeds and Little Feet Dog Treats all positioned at premium quality at affordable prices.

Despite varying levels of performance during the quarter, our companies are dedicated to cultivating talent, optimizing sales strategies, and seizing growth opportunities that promise favourable returns for our shareholders. This proactive approach shows our resilience and determination to achieve long-term success in a competitive market place.



COMPANY EVENTS

During the first quarter of the year, each of the companies executed several initiatives aimed at engaging employees, fostering team building and keeping spirits high.

In January, Bryden pi once again sponsored and participated in the Dyette's Feel The Teal 5K, an event where employees and their families took part in the walkathon to raise awareness of cervical cancer.



Bpi also took the opportunity to create some fun with staff by celebrating World Popcorn Day, encouraging employees to come up with creative masterpieces with popcorn.



In February, it was all about Carnival activities A.S. Brydens hosted its annual Backyard Jam, a highly anticipated event designed to foster camaraderie, celebration of our culture, and provide an evening of relaxation and fun for employees.



Likewise, FTF hosted a Carnival Event called "Soca Karaoke". The celebrations started with cutters prepared by the Lubricants Division as well as Doubles followed by some festive Karaoke accompanied by some hot corn soup, which was prepared by the Heavy Equipment Service Division. It was truly an entertaining evening as all revelled in the atmosphere of comradery. Ibis Retail came out in their numbers all decked out in red and won the prize for being the largest colour coordinated crew.





Bryden pi held both a Carnival Karaoke and Extempo competition where employees were encouraged to participate for a chance to win some amazing prizes (restaurant vouchers, money, hampers and Jouvert tickets). Employees were allowed to bring their coolers and were treated to corn soup, doubles, soft drinks and Sun lollies



Bryden pi also shared the love for Valentine's Day by giving away 'Time Out' chocolates and shared a Valentine's song playlist with staff.

March was intense, with Spiritual Baptist Liberation Day, International Women's Day in addition to Easter. A.S. Brydens, challenged employees with a unique and enlightening Spiritual Baptist Pop Quiz! Conceptualised to celebrate cultural diversity and promote inclusivity within the workplace, this quiz provided employees with an engaging opportunity to learn about the Spiritual Baptist faith, its history, and its traditions.

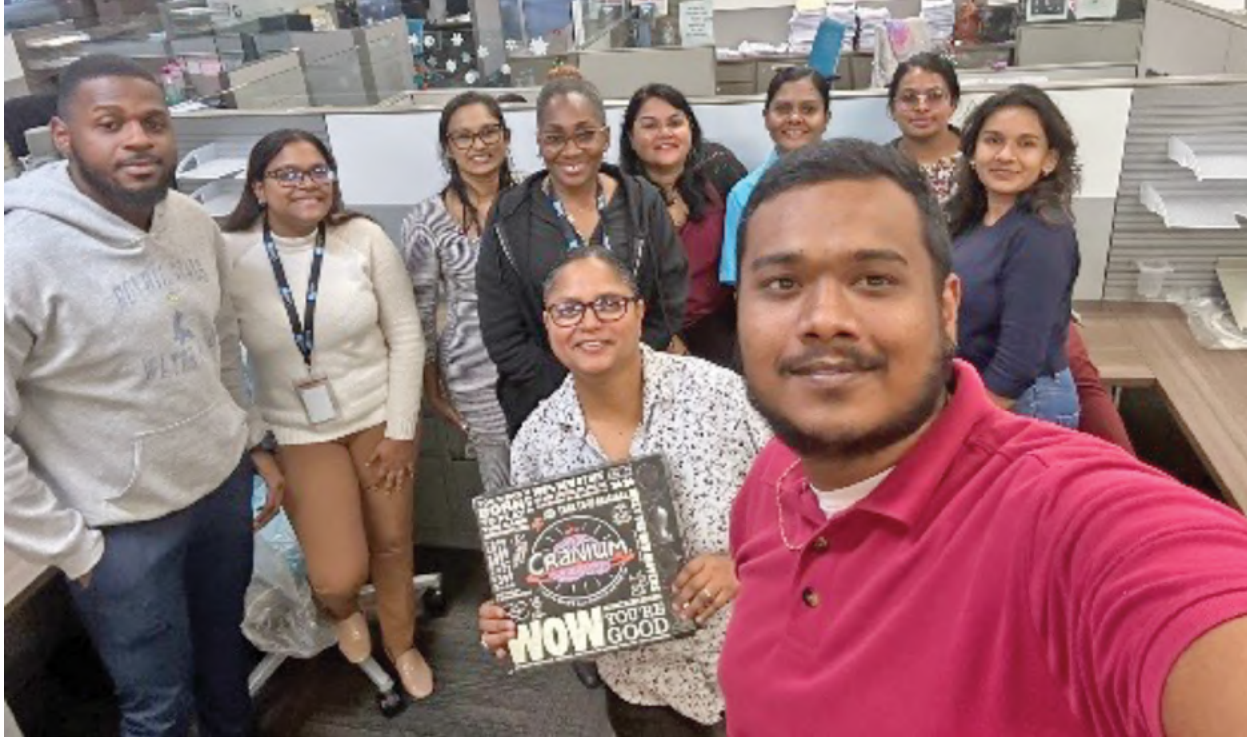
Bryden pi and FTF commemorated International Women's Day in different ways. Bpi employees were encouraged to take pics making the heart sign to support the theme, "Inspire Inclusion".



Whilst in FTF, IWD was celebrated by hosting an exhibition. In keeping with this year's theme, the Company featured their talented and creative female entrepreneurs who were encouraged to display their talents, creations, products and services. All staff were invited to visit the exhibition. It was an eventful and fun filled afternoon as employees came out in their numbers to support their co-workers.

FTF also held a lunch and learn with Dr. Arlene Andries where the ladies had the opportunity to meet, interact and ask any questions regarding physical and mental health.

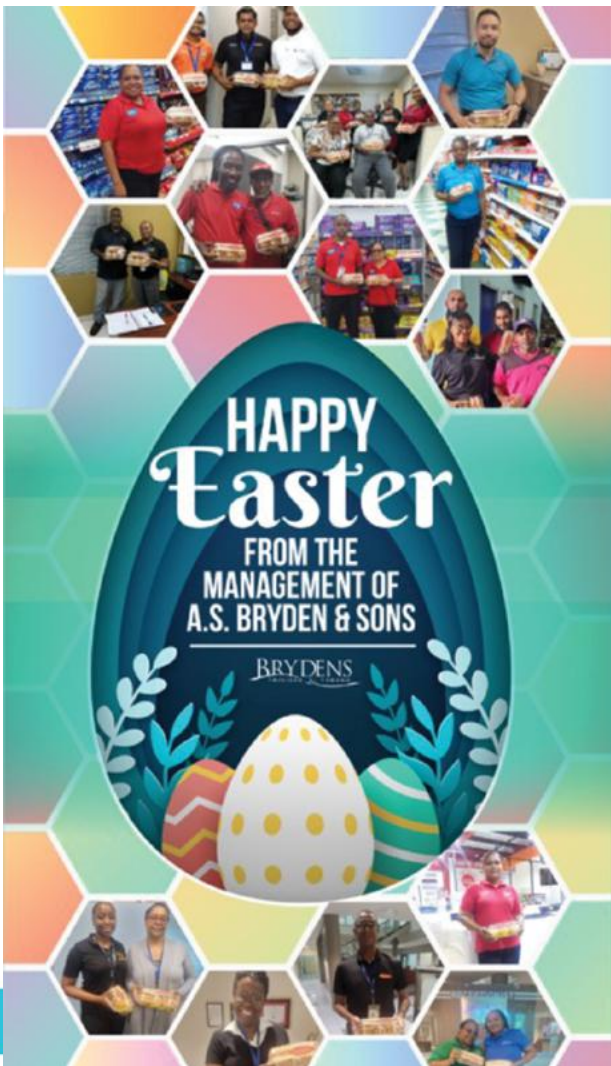




It would have been remiss of Bryden pi to not celebrate International Happiness Day! Employees were given Half Day Off to be taken by the end of May and encouraged to take 1 ½ hours to have fun by playing childhood games while snacking on popcorn, sun lollies and sno-cones.



Let's not forget March is SEA Time! Bryden pi prepared packages for both kids and parents of kids sitting the SEA Exam. Kids received a hamper containing a lunch bag, orange Sun Lolly, Butterkist cookies and Monster Milk drink along with a selfie light. Parents got a small package with personal care items for all their hard work and preparation for the big day.



Easter celebrations in both Micon Marketing and A.S. Bryden took the form of sharing hot cross buns with staff. This gesture is part of an on-going commitment to fostering a positive and inclusive work environment while honoring the traditions of the Easter Season



All companies recognized World Down Syndrome Day by encouraging employees to wear odd/crazy socks to raise awareness.



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BRAND EVENTS

Quarter one for 2024 is always rife with activities especially for our Food & Grocery & Premium Beverages brands.

In A.S. Brydens, the Wines Team focused heavy efforts on promoting the Da Luca Prosecco brand, which executed 15 events during the Carnival Season.



The Team also had a successful wine dinner “A Taste of Chile” featuring a range of wines from the Concha y Toro (CYT) Portfolio. Chef Debra Sardinha created a menu designed to perfectly pair with the featured wines. Applewood-smoked salmon with an Amelia 2021, Oxtail Ravioli with the Carmin de Peumo 2018, Mauby bark smoked duck breast with Marques de Casa Concha Heritage 2020, Spiced coffee rubbed petit filet and de-boned braised lamb shank with Don Melchor 2019 with a Cheese Tasting accompanied by EPU by Almaviva 2020. If you missed this event, the team has few more of these lined up within the year. The events are guaranteed to expand your appreciation for wines and delight your senses.



In Hardware & Housewares, for the Hardware Team, the main focus was to expand Volteck bulbs into the supermarket channel. The Team successfully executed this at five large supermarkets which included Xtra Foods, Tru Valu, JTA ,Food Giant and Food Basket. This opportunity allowed the Volteck brand to gain the brand visibility and awareness that it deserved.



The first quarter also gave the Hardware Marketing Team an opportunity to evaluate key success factors for the brand in the hardware channel. In March the top 5 Triton customers were recognized for investing in the brand since the official launch at the start of 2023 contributing to making it a leader in bath and kitchen faucets.



The Pharmaceutical division of Bryden pi Ltd commenced the year with a dynamic Kick-Off meeting on Friday, March 8th, 2024, setting the stage for collaboration and innovation in the months ahead. The meeting brought together the Sales and Marketing team members along with the Customer Service Supervisor, Marketing Development Executive and Regulatory Manager to align strategies and outline goals for the year.

A notable feature of the meeting was a visit from the Managing Director, who shared valuable insights into the business strategy for 2024. Emphasizing Bryden pi Ltd's commitment to excellence and innovation, the Managing Director outlined key priorities and goals for the pharmaceutical division. The discussions highlighted the importance of collaboration and agility in navigating the competitive landscape and achieving sustainable growth.



The Pharma Team also welcomed the addition of Biofreeze, a renowned name in pain relief.

Biofreeze has fast acting menthol for managing muscle, back, joint and arthritis pains. Try the spray for those hard to reach places, gel for larger muscle areas and roll on for a mess free application.



No More, another brand under the Pharma Division launched the No More sick days campaign.

Viral infections and cough & cold cases rose post Carnival, not to mention the increase in gastro, Saharan dust, and forest fires. No More was prepared to offer a simple solution to minimize those sick days.



Above the line campaigns were rolled out to highlight our adult and kids ranges of syrups available for the cough & cold, nausea, and allergy woes.

The campaign included TVC during news time on CNC3 and TV6, radio ads, digital and static billboards, as well as google ads to create awareness around the brand.

The catchy “Hit the Road Jack” audio resonated in the minds of consumers and pharmacies.

Get back to living with the range of No More syrups! Visit the website at nomoreguessing.com

Pharma was not to be forgotten in the Carnival mix with the Durex brand featuring during the season. The brand team cleverly created a booth that was likened to a “Play room” with the inclusion of a swing for extra fun. Patrons not only had an opportunity to take a picture with all the playful things in the booth but also received samples.



Over in the HES Division in Bpi, the team was confident that 2024 was going to be an exciting, challenging and a year of growth with no end of work in sight but one that is sure to bring countless opportunities for the HES division and BPI as a whole.

One of the pillars for growth this year has Regional Expansion as a focus and one that the team took very seriously. Every presentation or engagement with a visiting supplier included in some deliberate way to ask for the regional business or ways to expand the division's reach in another territory. The team created plans for external market visits to start capitalizing on opportunities or in some cases to work with our partners AHCI, Facey and BPI Guyana to broaden our knowledge and get the required market research going in preparation for future executions. Export sales have been galloping for HES from just 2% in 2021 to a strong 15% so far in 2024. This growth trend comes from focus and team commitment and one that the division expect to continue. They say a picture is worth a thousand words so we captured the HES team enjoying the journey of work and reaping the fruits of their labour, which would not be possible without all the sectors within BPI that make the wheels turn.

The announcement of the Highest Sales Growth for 2023 for Baxter for the Latin America and Caribbean went to Bryden pi Ltd came as such a surprise. The success is a true reflection of one of our values - “We win only as a Team”.



BPI won a tender for a Prismaflex CRRT (Continuous Renal Replacement Therapy, think of it as gentle dialysis for the ICU patient) at the new Grande Hospital. BPI service and clinical team installed, commissioned and trained users on this therapy.



Tour of Baxter's impressive factory in Mexico where renal products are manufactured



Port of Spain ICU team trained on the Prismaflex as Super users by our Clinical Specialist Anissa Dulan



Biomed team of Gerry Ayoun and Roger Metivier working day and night in Barbados to complete the installation, calibration and commissioning of 10 AK98 machines for SILS Dialysis Centre in Bridgetown in January



Carestream (formerly Kodak) Distributor Mtg in Miami with Anushka Kattick-Mahabirsingh presenting our business review and future plans. They shared that we had the best presentation among all their regional partners



Alcon Legion Phaco Platform, first in Trinidad and sold by the Alcon Sales team led by Kavita and installed by Andy Sookhai at Surgi Med San Fernando



Full house at BPI Training room which was the venue for the Society of Surgeons Post Exam dinner meeting with over 50 Drs in attendance hosted by Medtronic team



Nichelle Sookdeo represented the Medtronic team at the Hepato- Pancreato- Biliary Association in Barbados where BPI was a Gold Sponsor. Feedback was very positive and DRs enjoyed getting their hands on our samples and posing



ICU team lead by Sunita Hardit-Singh making their mark at the public and Private hospital in Barbados and Jamaica as we spread the news of BPI critical Care brands with special emphasis on Intersurgical and introducing Silmag, our Neonatal products from Argentina. All the meetings and appointments was successfully organized by our Facey partners who are ready for the introduction of a HES department and can depend on our HES ICU Sales specialist Karen Katwaroo and Rachel Mohammed for their knowledge and unwavering support





Not to be left behind, the Consumer Division at Bpi held its own during the quarter with activations for ORS Kids and Bpi Beauty House featuring Maybelline, L'Oreal Paris, Garnier, Carol's Daughter, CeraVe, ORS and Himalaya. This execution took the form of Makeup touchups by makeup artists, hair care touchups by hairdressers, skin care dermatologist consultancy along with product samples and premium giveaways.



Same Castrol
quality.
New smart
packs.

Unlock the
EDGE of
performance

Choose Castrol





The FT Farfan Team was busy promoting the Pedrollo and Smart Stream Pumps executing Tractor Demo Days featuring the Kubota 4-wheel and Grillo 2-wheel tractors, and delivering Gravely Ride-Ons and Ariens Push Mowers to The Tobago House of Assembly.



Micon's Food Division also had a hectic quarter. Capitalizing on the Easter Season, where people eat the famous "Hot Cross Buns" the team strategically utilized Fermipan Yeast advertisements and shared a "Hot Cross Buns" recipe in the Trinidad Express & Newday to engage consumers. This recipe was presented in a user-friendly manner which empowered consumers to explore their creativity and bake hot cross buns at home using Fermipan Yeast.

Happy Easter

Hot Cross Buns

Ingredients

- 1 1/2 cups Butter
- 10 oz Raisins
- 3 oz Candied Orange Peel
- 2 lb All Purpose Flour
- 4 oz Shortening
- 4 oz Granulated Sugar
- 2 oz Dry Milk Powder
- 1 packet (1 1/2 tsp) Fermipan Instant Yeast
- 1 Egg Salt
- 2 Eggs
- 1 tsp Vanilla Essence
- 1 tsp Ground All Spice
- 2 tsp Ground Ginger
- 1 tsp Ground Cinnamon
- 500 ml Water

Method

1. Place the raisins and orange peel in a small bowl and cover with hot water. Let soften in the water for 5 min. Drain the water and let the fruit condition for 2 to 4 hours before using.
2. Place the flour, shortening, sugar, milk powder, Fermipan Yeast (1 1/2 tsp), eggs, vanilla and spices in the bowl of a mixer fitted with a dough hook. Add the water and mix the dough on low speed for 3 min or until combined. Stop the machine and scrape down the bowl. Add additional flour if necessary to create a soft dough. Mix the dough on medium speed 6 to 7 min until it is soft and pliable.
3. Add the fruit and mix the dough on low speed until the fruits are well distributed in the dough. If necessary, dust the dough lightly with more flour to help the fruit incorporate.
4. Scrape the dough onto a flour dusted table or counter top. Cover and leave to ferment for 30 min. Deflate the dough by punching it down and then roll it with a rolling pin into a rectangular shape. Fold the rolled dough into thirds and then seal it for another 15 min.
5. Divide the dough into 3 to 4 oz (100g) pieces. Round the dough into tight rolls with a smooth surface. Place the formed rolls seam side down on a paper lined sheet pan. Position them in rows on the tray so that the rolls touch when fully proofed.
6. Proof the rolls until they have doubled in size, this should take approximately 1 hr.
7. Bake at 375°F or 190°C for approximately 15 - 20 min. Finished rolls should have a rich brown color.
8. Brush the hot rolls generously with the chilled Blue Glaze, making certain they are well coated so that no dry spots appear when the glaze dries.

(Yields approximately 30 rolls)

Hot Cross Buns - Blue Glaze

Yield: 150 ml

Ingredients

- 100 ml Water
- 100g Granulated Sugar
- 1 tsp Ground Ginger
- 1 tsp Lemon Juice
- 1 tsp Lemon Zest, finely grated
- Pinch of Cream of Tartar

Method

1. Place all ingredients in a heavy saucepan. Bring to a boil, stirring until the sugar dissolves. Continue boiling for 5 min until the mixture reduces into a light syrup.
2. Drain the glaze into a bowl and allow it to cool, and then refrigerate the glaze until it is well chilled.

Hot Fudant (for Making Cross)

Yield: 150 ml

Ingredients

- 2 cups King Sugar
- 1/2 cup Water
- 4 level tbsp Butter

Method

1. Add water gradually to sugar and stir. Ensure that this mixture does not become runny.
2. Add butter, then place mixture into a saucepan and place on a low heat. Stir until mixture becomes smooth.
3. Place mixture into a pastry bag fitted with a small plain tip then quickly pipe a cross over the surface of each roll.

Welch's rolled out its Easter Campaign "Share the Goodness" with focus on the 100% purple grape juices. With many Trini's abstaining from alcohol, Welch's is a favorite during the Easter period. Welch's is also used by many churches for "sacramental ceremonies" during Easter masses.

In-store secondary displays, social media ads and press ads supported the "Share the Goodness" Campaign.

The Nestle Team took the opportunity to execute the Win Amazing Prizes Promo. Customers who purchased \$50.00 or more in Nestle products had a chance to win one out of three fantastic prizes. Micon Marketing Limited partnered with five major customers and executed this consumer promotion for the period March 11th – April 19th 2024. The displays were strategically placed at the entrance of each store for visibility and to gain traction during the promotional period.

This promotion resulted in a significant sales push for the brand, as the retailers' employees were incentivized to inform customers and push sell out to ensure success.











WIN Amazing Prizes
For YOU & YOUR FAMILY!

PRIZES

- 1st PRIZE A 55" Smart TV
- 2nd PRIZE Air Fryer
- 3rd PRIZE A cooler filled with Nestlé RTD Drinks

HOW TO ENTER

Spend \$50 or more in Nestlé Products for a chance to **ENTER & WIN!**

- 1 Complete Entry Form
- 2 Attach Bill
- 3 Place Entry in Marked Box in Store

PROMOTION PERIOD: March 1, 2024 - April 30, 2024 | PRIZE DRAWING: April 30, 2024 | NECA APPROVED

Micon also welcomed a few innovations from the Jet brand - Jet chocolate minis with the same great taste and Jet Burbujas Caramel, delicious chocolate with a delectable caramel filling. They also added Jumbo peanut minis and regular bars which are two exciting options for those peanut and chocolate combo lovers!





WE DIG DIRT





Run Ahead of the pack

Distributed by:



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FEATURED EMPLOYEES



MAJELLA JOSEPH-RAMDIN

Division Manager Pharmaceuticals - Bpi

1. What do you like most about your job or career?

The Pharmaceuticals Division is embarking on an exciting journey in 2024. Working closely with our dynamic team to stay ahead of the curve motivates me. Our suppliers are deeply engaged, offering countless opportunities for new launches and innovations. Collaborating with our team to strategize and implement sales and marketing initiatives, driving innovations, enhancing patient access, and improving quality of life fills me with a sense of purpose.

2. What are your long-term career goals? I've been leading the Pharma Division for the past three years, yet it feels like just yesterday. There's still so much to accomplish. Building teams, bringing people together and allowing them to realize their true potential is my passion. One of my goals is to enhance our export portfolio and broaden our export efforts, and I'm ready to see this through. Generally, my career aspirations revolve around constant growth and skill enhancement. I'm dedicated to staying abreast of the latest industry trends. By continually refining my skills, I aim to bring innovative strategies to the table and contribute significantly to the division's success. Looking ahead, I'm also keen on exploring any Group synergies and advancing to an executive leadership role in the long term.

3. What are your passions or interests outside of work? Traveling is my passion; I'm dedicated to immersing myself in the diverse cultures of the world! Each year, I make it a priority to explore new destinations with my family, aiming to experience as many cultures and sights as possible. And what better way to celebrate birthdays than by embarking on adventures to all-inclusive or exotic destinations together?

Additionally, I actively collaborate with local community groups to organize events that enrich community life.

4. What's a memorable experience you've had in your career so far? My journey began in the Personal Care Division, marking the start of an incredible adventure. Within just two weeks of joining, I found myself representing the company at a Sally Hansen Supplier Conference—an experience that remains vivid in my memory. Following a brief stint at Holiday Snacks, I returned to Bryden pi, this time to the Food and Grocery Division, where I spent nine years fostering growth and development within a significantly larger team making a positive impact on the Division's overall success. Now, as I've transitioned to lead the Pharmaceuticals Division, I've immersed myself deeply in the health industry, gaining insights into its profound impact on enhancing people's lives. Throughout these transitions, I've undergone significant personal and professional growth transformation, fueling my passion for sales, marketing, and leadership in the distribution world.

5. What do you like to do for fun or in your free time? I absolutely love celebrating milestones with my family and close friends any opportunity I get. I'm a big fan of going to the movies where I enjoy all genres except horrors. Date nights and weekends, which are made for staycations are sacred to me, as they allow me to unwind, rejuvenate and enjoy quality time with my husband and our children. I'm always up for the next adventure because life is too short to live with regrets.

6. Can you tell me about your family and background? My family background is far from conventional but abundant with love and support. My parents and extended family both inculcated in me a strong sense of determination and resilience, which have been invaluable throughout my life journey. Their encouragement has played a significant role in shaping my career trajectory. I've been married for 14 years, and my husband is my greatest supporter and advocate. Instilling confidence, physically and mentally helping me through the rigors of work life balance. Together, we're blessed with four beautiful children, and our close-knit bond means everything to me. Family means the world to me.

7. What are your proudest achievements? One of my proudest achievements is watching my children blossom as they pursue their dreams. I have always encouraged them to dream big and pursue their goals regardless of obstacles. Seeing them grow, learn, and overcome challenges to follow their passions brings me immense

joy and fulfillment. Sometimes anxiety, but I trust in the foundation that we laid and trust in God's guidance to help them navigate. Being able to support and guide them along their journey is a privilege, and knowing that I've played a part in helping them succeed fills me with a deep sense of pride.

8. What motivates you in your personal and professional life? My family is my primary source of motivation in both my personal and professional life. Their support, encouragement, and well-being drive me to succeed and strive for excellence every day.

I'm also motivated by the opportunity for growth and development, even when faced with situations that may seem daunting. This drives me to introspect and see it as an opportunity to dig deeper within myself. I strive to identify which skills I can enhance or develop further in order to overcome challenges and achieve success.

9. What's your approach to work-life balance? Maintaining a strong support network is vital for managing work-life balance, especially considering the added pressures faced by women as caregivers. It's crucial to

recognize that in order to give our best to others, we must prioritize self-care and put on our own oxygen mask first. Setting aside time to decompress during weekends and vacations enables us to focus on the present moment, recharge our energy, and nurture our overall well-being.

Engaging in regular exercise enhances our mental resilience and equips us with better coping mechanisms. The struggle is always to make the time instead of excuses if you truly want balance. I'm in constant battle with this point.

10. What are you looking to gain from this job or company? I see Bryden pi as a best-in-class organization. Having left and returned, I truly cherish the distinct culture that sets us apart. This culture is our competitive advantage, and I'm committed to assist new employees in grasping and valuing our unique culture, as I have. My goal is to share my experiences and insights to inspire others to thrive and contribute to our shared success. With the Pharmaceutical Division on the brink of significant growth, I'm eager to play a pivotal role in this exciting journey.



SEATON HOMEWARD

Van Sales Supervisor - Micon

1. What do you like most about your job or career? I enjoy contributing towards the professional development of my sales team.

2. What are your long-term career goals? My long term career goal is to become a Van Sales Manager.

3. What are your passions or interests outside of work? Outside of work, I enjoy travelling to different countries, attending church, watching football/cricket and spending quality time with my wife.

4. What's a memorable experience you've had in your career so far? A memorable moment was when I was newly appointed to the position of Van Sales Supervisor and the Finance Manager assisted me with learning the S2K system.

5. What do you like to do for fun or in your free time? I like to watch/play football and cricket.

6. Can you tell me about your family and background? I got married in 1994 and I place great value on my family life.

7. What are your proudest achievements? I am proud of my self-sufficiency, career progression and my ability to maintain a stable home.

8. What motivates you in your personal and professional life? Professionally, I am motivated by seeing my staff excel and personally my ability to provide for my family gives me motivation.

9. What's your approach to work-life balance? Due to the nature of my job, I spend most of my time at work. However, I attend church every Sunday and I utilise my vacation to travel with my wife.

10. What are you looking to gain from this job or company? I aiming to secure financial stability for retirement.

FEATURED EMPLOYEES



SHAWN SAMMY

Van Salesman - ASB

“My family motivates me in my personal life, knowing that they depend on me, drives my efforts every day.”

1. What do you like most about your job or career?

I love doing sales that’s why I made it my career. I like meeting new people and interacting with them on a daily basis. Also, I enjoy driving my truck, it feels good on the road.

2. What are your long-term career goals? My long-term goals are job security and stability.

3. What are your passions or interests outside of work? My passion outside of work is spending time with my family and close work colleagues. I also love cricket, football and table tennis.

4. What’s a memorable experience you’ve had in your career so far? During the pandemic, as an essential worker doing sales and deliveries for A.S. Bryden & Sons, I was given preference when I presented myself at the supermarkets, whether it was to conduct work or personal business.

5. What do you like to do for fun or in your free time? In my free time, I like going to the movies, river limes, the beach, and playing cards with my family.

6. Can you tell me about your family and background? I am happily married and I have a fifteen (15) year old son who is a member of the police youth club. Back in my younger days, I use to play cricket and football. Now I only watch, while others play.

7. What are your proudest achievements? My proudest achievements I would say are my family and always being able to make my budget for work. Another proud

achievement for me was being able to buy a brand-new vehicle.

8. What motivates you in your personal and professional life? My family motivates me in my personal life, knowing that they depend on me, drives my efforts every day. My fellow Salesmen motivate me professionally because of the competitiveness within our department to make sales targets and for competitions that we have from time to time.

9. What’s your approach to work-life balance? My approach to work-life balance is to work hard and play hard.

10. What are you looking to gain from this job or company? I am committed to being a high performer and I am looking to continued stability and growth until my retirement.



DEREK KHAN

Key Account Manager - Export, IWS and FWS - FTF

“Being able to give back to my loved ones and ensure they are taken care of, which has always been my main motivation.”

1. What do you like most about your job or career?

Within both my current and previous roles I’ve enjoyed the level of interaction I had with customers as well learning new things. Currently within my export role experiencing the different norms and daily function in various countries has been very enjoyable.

2. What are your long-term career goals? Long-term, I would hope that I’ve done enough to leave some sort of positive impact within the industry, as well as made myself marketable enough to be recognized outside of T&T.

3. What are your passions or interests outside of work? Outside of work, I enjoy playing football or any outdoor activities, cooking and learning about the latest trends in physiotherapy care and health and wellness.

4. What’s a memorable experience you’ve had in your career so far? Throughout my career, I’ve had many memorable experiences not only here within the group but previous jobs, so it’s a bit difficult to pinpoint just one.

5. What do you like to do for fun or in your free time? Lately, my free time has been very limited, so I ultimately try to spend enough with my family or try and catch up on sleep.

6. Can you tell me about your family and background? Growing up in both a sporting and academic household I was able to experience the best of both worlds by being part of several teams which I had to ensure I didn’t fall behind on my grades. But with my parents’ support and guidance, I achieved a lot, and I am forever grateful.

7. What are your proudest achievements? Proudest achievements would have to be my finishing my BA despite facing some medical challenges which caused a delay as well as gaining coaching certificates for TTFA and Fitness & Nutrition.

8. What motivates you in your personal and professional life? Being able to give back to my loved ones and ensure they are taken care of, which has always been my main motivation.

9. What’s your approach to work-life balance? I try to take myself away from the screen times by doing some type of physical activity, either working out, going for a run just anything outdoors. But no social media, no messages and no emails during that time.

10. What are you looking to gain from this job or company? To gain as much knowledge & experience in within the group, all of which may be beneficial to my career and future.

BECOME YOUR OWN WATER EXPERT!

Water pumps are critical to the convenience of modern living and have many applications ranging from residential to construction, agricultural, and industrial. Here's some information to help you become your own water pump expert!

What is a Water Pump?

A mechanical device used to move water from one point to another.

How Does A Pump Work?

A pump is generally made up of a motor and impeller that adds energy to the water, which increases the speed and pressure of the water coming out of the pump.

Different Types of Water Pumps and What Are They Used For?

The types of pumps we carry in the Pedrollo and Smart Stream ranges are:

Centrifugal Pumps or Jet Pumps:

Recommended for pumping clean water and liquids that are chemically non-aggressive for the pump materials. High efficiency and adaptability to a wide variety of applications make these an ideal choice in the domestic, civil and industrial sectors, particularly for water distribution where substantial flow rates and reliable pressures are required.

Peripheral Pumps or Transfer

Pumps: Designed to give higher pressures but lower volumes of water when transferring clean water, free from abrasive particles and liquids that will not damage the pump's

components. Reliable, easy to operate, and cost-effective, these are ideal for applications which require transfer of water from one storage area to another such as gardens and orchards.

Submersible Pumps: Designed to operate underwater, these are usually electrical pumps that have the motor encased in a waterproof housing, with the whole assembly submerged in the fluid to be pumped. Submersible pumps are ideal for many applications such as domestic use, drainage, sewage pumping, and slurry pumping.

What is An Electronic Control Device or Smart Head?

Compact and easy to install, this is an electronic device that controls the start and stop of an electric pump. The smart head senses when there is a drop in pressure or when water stops flowing when you open and close a tap. If there is no water in the system, the smart head senses this and will not let the pump run dry, thus protecting against burning out the motor. For this reason, a float switch is not required. But bear in mind that the pump cycles more than a system with a pressure tank. Also, installation of a surge protector is also imperative to guard against low voltage fluctuations which will damage the smart head and void your manufacturer warranty.

How Do I Size A Pump?

Choosing the size of the pump depends on several factors. Pump manufacturers usually supply charts

that show the performance of the pump. The charts are graphical in nature and show the relationship between volumes (expressed in litres/gallons) and head (height the water needs to be lifted to, expressed in metres/feet).

Considerations for residential applications:

- A. How many faucets are in the house?
- B. How many storeys are in the house?
- C. How many people are living in the house?
- D. How many external taps are around the house?

Generally, we recommend:

A ½ hp jet pump for a flat house with 2 bedrooms, 1 bath, and a kitchen sink.

A ¾ hp jet pump for a single-story home with 3 bedrooms, 2 bathrooms, and a kitchen sink. If it's a two-storey home, a 1 hp centrifugal pump can be used. In the end, it really depends on the volume of water as well as the budget of the customer. For instance, a ½ hp jet pump will provide the basic requirements for a home, whereas a 1hp pump will do the job, but with extra pressure and volume to spare. However, it costs more!

With so many different types of water pumps, the power (horsepower) and quality of pump construction differentiate our Pedrollo and Smart Stream ranges of water pumps from competing brands.

 **PEDROLLO**[®]
the spring of life




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APPROPRIATE
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HIMALAYA

Himalaya stands as a leading global healthcare brand, renowned for its comprehensive herbal solutions catering to holistic wellness from head to heel. The brand's core philosophy embraces the joining of Ayurveda and modern science, presenting a myriad of wellness solutions for individuals.

Let's explore two of Himalaya's popular products geared towards rejuvenating both body and mind.

Himalaya Organic Ashwagandha® embodies a meticulously researched blend of Ashwagandha root powder and extracts. Recognized as Indian Ginseng, this powerhouse ingredient is esteemed for its capacity to bolster adrenal function, enhance energy levels, and alleviate stress. Organic Ashwagandha fosters sustained vitality and deeper relaxation, empowering individuals to thrive.

Another gem in Himalaya's offering is Geriforte®, engineered to maintain healthy stress levels. In the face of environmental or psychological stressors, our bodies unleash a number of reactions, triggering the release of stress hormones and instigating physiological changes.

Geriforte harnesses anti-stress and adaptogenic properties, curbing degenerative processes while accelerating cellular regeneration and repair. Rich in antioxidants, Geriforte aids in purging free radicals, fortifying immunity, and slowing the aging process. It boosts physical endurance, diminishes fatigue thresholds, and fosters holistic well-being.

These offerings represent just a glimpse of Himalaya's extensive product line, created to restore equilibrium to your life. When complemented by a wholesome diet, regular exercise, and mindfulness practices, these supplements elevate overall harmony.

Embrace vitality and balance with Himalaya's array of products. Explore the full range at Bryden Pi's website: <https://himalayatt.com/>.



Rejuvenates both **BODY & MIND**

Clinically
**safe &
effective**

Natural
**plant-based
solutions**



Natural
**stress &
anxiety
relief**

Improves
**focus &
memory**

Supports
**restful
sleep**

Helps
**boost
energy
levels**

Improves
**overall
mood
levels**



MEET THE CONCIERGE

Mario, renowned simply by his first name, epitomizes The Naughty Grape and now embraces the title of The Concierge with finesse. With nearly three decades of service at A.S. Bryden & Sons, over half of which has been dedicated to fine wines and spirits, Mario's passion shines through. His commitment to impeccable customer service has made him a beloved figure among patrons.

At the heart of Mario's approach lies a blend of gentle guidance and authoritative expertise. He effortlessly remembers each customer's preferences, easily guiding them toward new discoveries that never fail to delight. The genesis of his fervor for wines and spirits traces back to a transformative visit to Chateau Magnol a decade ago, an experience that left an enduring mark on his heart and further fueled his pursuit of knowledge.

Mario's journey includes ongoing education through WSET training, affirmation of to his dedication to mastering both spirit and wine knowledge. Yet, what truly sets him apart is his infectious enthusiasm, genuine demeanor, and innate humility. His ability to create unforgettable experiences leaves a lasting impression on all who have the pleasure of interacting with him.

Here's to Mario, The Concierge, whose passion and dedication makes every encounter a memorable one.

Cheers!



no more.

pain & fever
cough & cold
allergies
nausea
congestion
mucus
guessing



get back to living!

FAST RELIEF OF:
• Cough
• Chest congestion
• Mucus

MONELLO PET FOOD

We are excited to share the news of our latest offerings - introducing our new pet lines! At Micon Marketing Ltd., our dedication to excellence drives us, and we are thrilled to extend that commitment to your cherished companions.

Whether your furry friend is a playful pup or a curious kitty, we have something special in store for them. Monello sets the standard as a premium to super-premium pet food, boasting over 80% digestibility, reducing both quantity and odor during bathroom breaks.

Our Monello Dog range caters to puppies, small and medium/large breed dogs, each with specially formulated food to meet their needs. For our feline friends, the Monello Cat range includes options for kittens, adults, neutered/spayed cats, and those prone to hairballs, especially long-haired breeds.

Monello is not just packed with essential oils and nutrients, but it also promotes healthy skin, fur, teeth, and digestion, among other benefits.

At Micon Marketing Ltd., we recognize the unique bond you share with your pets. That is why we are dedicated to offering products that enhance their lives and bring joy to your home. With our new pet lines, rest assured you are providing nothing but the best for your furry companions.

Explore our new pet lines today and give your pets the love and care they deserve. Exciting times ahead with wagging tails and purrs of delight!



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REFRIGERATION

— with —
**HIGH QUALITY & EFFICIENCY
YOU ALREADY KNOW & TRUST**



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SIZES AVAILABLE FROM 5QT TO 70QT



FROM IDEA TO SUCCESS: THE PRIME HYDRATION JOURNEY

It's with immense pride that I reflect on our journey with Prime Hydration, from its humble beginnings as a casual suggestion to a triumphant launch in Trinidad & Tobago. The tale begins with Ashuk Mirhai's keen eye for emerging trends, recognizing the potential of this hydration sensation. Despite my initial reservations, Ashuk's persistence and belief spurred us into action.

Enter Samantha Boland, whose proactive approach transformed the idea into reality. Through her diligent research and outreach, she connected us with Congo Brands, the mastermind behind Prime Hydration. Samantha's tenacity bridged the gap between possibility and opportunity, setting the stage for what was to come.

But no endeavor succeeds without a dedicated team. Cherise Raghoo, Kavita Debideen, and Alex Hospedales, along with our logistics, purchasing, and sales teams, worked tirelessly to craft a commercial plan that surpassed all expectations. Their collective effort and unwavering commitment propelled us forward, overcoming every obstacle in our path.

Finally, on May 1st, 2024, Prime Hydration officially debuted in Trinidad & Tobago

under our stewardship. The response was overwhelming, with 60% of our customer base embracing the brand within the first month alone. It's a testament to the power of collaboration and determination, illustrating what can be achieved when a team works in unison towards a shared goal.

I extend my heartfelt gratitude to each member of our team, from Ashuk's visionary insight to Samantha's proactive initiative, and to every individual who contributed to this journey. Together, we've proven that with innovation, persistence, and a supportive team, any idea can flourish into a remarkable success.

As I reflect on our journey, I'm reminded of the importance of fostering a culture of openness and exploration within our organization. Let us continue to challenge each other, push boundaries, and embrace new opportunities, for it's through collective effort and shared vision that we'll continue to achieve greatness.

Here's to Prime Hydration, and to the countless possibilities that lie ahead. Cheers to the journey, and to the remarkable team that made it all possible.

MARC PONTIFEX
Director - Consumer Division Bpi

Revitalize Your Space This Cleaning Season!



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Mi-T-M
CORPORATION

Performance Under Pressure.®

UNDERSTANDING THE BENEFITS AND IMPORTANCE OF VITALUX PLUS

In today's fast-paced world, maintaining optimal eye health is more critical than ever. With the increasing prevalence of digital screens, environmental pollutants, and aging populations, our eyes are subjected to constant strain and stress. In this context, proper nutrition plays a vital role in supporting eye health and mitigating the risk of age-related eye conditions. Vitalux Plus stands out as a comprehensive solution backed by science and designed to support overall eye health.

The Importance of Eye Health

The eyes are not just windows to the soul; they are also complex organs that require adequate nourishment to function optimally. As we age, the risk of developing age-related eye conditions such as macular degeneration, cataracts, and glaucoma increases. These conditions can significantly impair vision and quality of life if left untreated. Hence, proactive measures to maintain eye health become imperative.

Understanding Vitalux Plus

Vitalux Plus is a premium eye supplement formulated to address the specific nutritional needs of aging eyes. Developed by leading experts in eye health and supported by scientific research, Vitalux Plus combines a unique blend of vitamins, minerals, and antioxidants to promote eye health and vision quality.

Key Ingredients and Benefits

1. **Lutein and Zeaxanthin:** These powerful antioxidants are known to accumulate in the macula, the central part of the retina responsible for sharp vision. Lutein and zeaxanthin help filter harmful blue light and neutralize free radicals, thus protecting the delicate structures of the eye from oxidative damage.
2. **Vitamins C and E:** As potent antioxidants, vitamins C and E play crucial roles in maintaining healthy ocular tissues and supporting the overall immune system. They help combat oxidative stress and inflammation, which are implicated in the development and progression of various eye conditions.
3. **Zinc and Copper:** These trace minerals are essential for the proper functioning of enzymes involved in ocular metabolism and antioxidant defense. Zinc, in particular, is highly concentrated in the retina and plays a vital role in visual signal transmission and maintenance of retinal integrity.

Who Can Benefit from Vitalux Plus?

- **Adults Over 50:** As we age, the risk of developing age-related eye conditions increases. Vitalux Plus provides targeted nutrition to support aging eyes and maintain vision health.
- **Individuals at Risk of Macular Degeneration:** Those with a family history of macular degeneration or other risk factors can benefit from the protective effects of Vitalux Plus.
- **Digital Device Users:** In today's digital age, prolonged screen time can lead to digital eye strain and fatigue. Vitalux Plus helps combat the effects of blue light exposure and supports overall eye comfort.

Vitalux Plus is more than just an eye supplement; it's a comprehensive solution for maintaining optimal eye health and preserving vision quality as we age. By harnessing the power of key nutrients and antioxidants, Vitalux Plus supports the intricate structures of the eye and helps protect against age-related degeneration. Whether you're seeking to proactively safeguard your vision or manage existing eye conditions, incorporating Vitalux Plus into your daily routine can be a proactive step towards healthier eyes and clearer vision for years to come.

vitalux[®] Plus
YOUR PARTNER IN PROTECTION

Decreases the odds of developing macular degeneration⁶



The multivitamin
formula to protect
the health of
your eyes



Alcon
SEE BRILLIANTLY

A woman with her hair in a bun, wearing a plaid shirt and jeans, is leaning into the open rear door of a car. She is using a black and orange cordless stick vacuum to clean the dark grey fabric of the car seat. The vacuum has a flexible black hose and a motor unit with a clear dust container. The background shows green foliage and a bright, sunny day.

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