

# BRYDENS GROUP

Q U A R T E R L Y

## Perspective Piece Becoming Uncommon!

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LOCAL BUSINESS RESILIENCE

THE POWER OF TEAMWORK:  
CELEBRATING DIAGEO'S LOCAL CHAMPIONS

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## EDITORS'S NOTE

Dear Brydens Group,

In the second Edition of our Quarterly for 2024, we are excited to highlight the resilience and innovation that have defined our journey through recent challenges. In this issue, we will feature a compelling note from our Guest Contributor, Barry Tangwell, Managing Director of Bryden pi Limited. His piece, titled "Becoming Uncommon" focuses on defining the role of strong leadership in our quest for regionalism that is required for The Group to thrive in a rapidly changing environment. Tangwell's insights will inspire our readers to embrace adaptability and collaboration as we navigate the complexities of the modern landscape. Join us in celebrating the spirit of perseverance and ingenuity that continues to drive us forward.

Sincerely,

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

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# PERSPECTIVE PIECE

## Becoming Uncommon!

*“When you learn to do everyday things uncommonly, you will demand the world’s attention.”*

George Washington Carver

As a group filled with global aspirations, we are continually reminded that our quest for global impact starts with the strength and vision of our leadership. A leadership which goes beyond mere strategy but extends into the realm of inspiration and collaboration. It is through our commitment to fostering a culture of innovation and unity that we create a foundation for meaningful change that spans the globe.

Our leaders must not just be visionaries, but must seek to become architects of a collective purpose. We understand that driving global success involves more than setting ambitious goals—it requires nurturing a collaborative spirit that bridges diverse perspectives and cultures. This collaborative ethos becomes the bedrock upon which transformative ideas are built, enabling us to address complex challenges and seize opportunities that transcend regional boundaries.

Effective leadership means guiding with empathy and foresight. It involves recognizing and valuing the unique contributions of each team member and empowering them to bring their best game to the table. By fostering an environment where open communication and mutual respect are paramount, we lay the groundwork for innovation, ensuring that our initiatives are not only groundbreaking but also inclusive and driving progress in a way that resonates across various markets.

Leadership in a global context requires a keen understanding of diverse cultural dynamics and the ability to adapt strategies accordingly. It demands that we remain agile and responsive to shifting global trends

while staying true to our core values. By doing so, we ensure that we can transform our local efforts into worldwide advancements, demonstrating that our goals are not confined to our home market but are aimed at achieving broader global outcomes.

Achieving global market penetration also hinges on our ability to distinguish ourselves through an “uncommon” approach. In an increasingly saturated global marketplace, it is not enough to merely follow established norms; we must set ourselves apart with innovative strategies and unique value propositions that captivate and resonate across diverse cultures. Being uncommon means challenging the status quo, embracing bold ideas, being disruptive and delivering solutions that defy conventional expectations. This distinctive approach allows us to break through barriers, create compelling differentiation and establish a strong, memorable and sustainable presence in new markets.

Our ASBH Group is actively seeking to master some basic fundamentals that will surely set us on the path to becoming “Uncommon Leaders.” We seek to inspire not just through our vision, but by cultivating a spirit of collaboration and innovation that transcends borders. By embracing the responsibility to guide others with empathy and foresight, we can set the stage for transformative change that resonates on a global scale. It is only then we can truly begin to see how our local actions can spark worldwide advancements.

- Barry Tangwell

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# PERFORMANCE OVERVIEW

## Overcoming Challenges: Strategic Decisions for Positive Results

In **Brydens Trinidad's** Premium Beverages Division, results declined as consumers increasingly opted for lower-cost alternatives, negatively impacting premium brand sales. Managing Director Stephen Welch noted that rising expenses due to investments in human resources and marketing efforts have affected profitability, although a new investment in the supply chain aims to improve inventory efficiency.

The quarter also marked the launch of line extensions in the popular Cara Mia wine range. Recognizing the importance of employee health and well-being, the company hosted a wellness fair that attracted a significant 60% participation rate. Brydens remains optimistic about upcoming product launches and believes its employees, their greatest asset, will drive future growth.

**Micon Marketing** experienced substantial growth in the first half of 2024, particularly within its Bakery lines, such as Fermipan and CGA. The newly developed Pet Business category is also expanding, with increased visibility for brands like Monello, Twee Tweet, and Little Feet. Managing Director Gerard Conyers reported successful returns from the Chiller Asset investment, benefiting brands like Supligen, Lucozade, Welch's, and Nestlé through enhanced adherence to planograms and improved unit presentation.

Additionally, Micon's subsidiary, Facey Trading in St. Vincent, received a Pharmaceutical Certificate of Registration, allowing it to distribute pharmaceutical products—an essential growth area for the Group. In Q3, Facey plans to introduce brands such as Genethics, Jamieson, and Apotex.

Barry Tangwell at **Bryden pi** reported above-budget results for the quarter, showcasing significant growth compared to the previous year, primarily due to the

Healthcare Division and the Guyana operation. Notable achievements included the launch of Salve Antiseptic Cream and a new Salted Caramel variant for Cafe Barista, which is trending toward leadership in the cappuccino category. The Food and Grocery Division introduced Prime Hydration, which has surpassed initial expectations.

The company also invested in an 8-week training program for the Sales Team, yielding immediate benefits.

Meanwhile, **FT Farfan** trended below budget but remained ahead of last year during the second quarter. Managing Director Andrew Crooks attributed challenges to extreme weather patterns that affected Agri and Sthil sales, along with supply chain issues, production delays, and rising Far East shipping costs. Increased competition from new low-cost heavy truck brands in Guyana also pressured sales.

On a positive note, the company completed its first shipment of Castrol Lubricants to Suriname, successfully launched the Torque private label for light construction equipment in Trinidad, and sold Sokhi Equipment to support the Cricket World Cup in Trinidad and Guyana, contributing to overall sales despite facing deficits.

To drive growth, FT Farfan registered FTF Guyana, a new company focused on managing Zoomlion Earthmoving equipment and leasing large equipment. Looking ahead to Q3, the outlook remains positive, bolstered by major expos in Guyana and Trinidad expected to generate valuable leads.

# INTRODUCING THE **NEW** **TORQUE** WELDING LINE



**#202112-MMA 160 STICK & TIG  
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**#202103.02-MMA 200 STICK AND  
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# A SHOT OF PROTECTION AGAINST SHINGLES

Shingles, also known as herpes zoster, is caused by reactivation of the varicellazoster virus (VZV) - the same virus that causes chickenpox. Globally, most people aged 50 and over have the dormant VZV in their nervous system and are at risk of developing shingles.



Shingrix provides strong protection from the shingles and long-term nerve pain associated with the virus. Shingrix is a 2 dose vaccine. The second dose is required 2 to 6 months after administration of the first dose.



## Strawberries & Cream Short, But Sweet Cake

100ml Baileys Strawberries & Cream  
100g cream cheese  
150ml double cream  
180g chopped strawberries, and extra slices to garnish  
70g crumbled shortbread

### STEP ONE

Beat the Baileys Strawberries & Cream and cream cheese with a balloon whisk until smooth.

### STEP TWO

Whip the cream then add to the bowl with the cream cheese mixture, along with the strawberries. Fold together.

### STEP THREE

Crumble the biscuits into two glasses. Add the strawberries and cream mixture. Top with strawberries and chill for 30 mins... or as long as you can bear it. Short, sweet and... gone.





# COMPANY EVENTS

The past quarter was filled with a range of activities designed to engage and recognize our employees, while also highlighting important cultural and environmental celebrations.

## April 2024: A Month of Cultural Significance

We kicked off April by celebrating Eid with our Muslim colleagues, embracing cultural wear to add to the significance of this important religious occasion. Additionally, we took time to recognize the hard work and dedication of our Admin Staff on Administrative Professional Day, an internationally recognized event in the workforce.

To mark World Earth Day, Bpi partnered with Garnier to promote environmental awareness with FT supplying herb seedling giveaways. The Team also organized a trivia session to ensure maximum engagement throughout the company along with a “chow” treat.



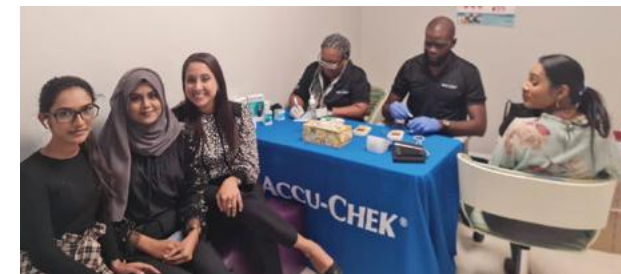
Our Bryden pi team also participated in a football tournament organized by Raw Fitness Club in Brentwood Mall, with a team of ten employees from HES, Warehouse, Pharma, and Accounts representing the company.



## May: A Month of Appreciation

In May, we focused on celebrating Mother's Day with various activities across our companies. FTF asked for Mommy & Me photos, while Micon hosted a luncheon for staff. ASB highlighted Mom's with heartwarming blurbs on their perspective on being a Mom, and Bpi showed appreciation with hampers for all.

We also celebrated International Doubles Day, with ASB treating employees to “doubles for all” and a quiz. Meanwhile, BPI marked World Day of Safety with health and vision screenings, accompanied by a series of health tips.







**June: Honoring Our Dads**  
 Finally, in June, we celebrated Father's Day with appreciation and gratitude. At Micon, Dad's received a hamper from AXE, along with a token of appreciation. ASB, FTF, and Bpi also showed their appreciation in similar ways to Mother's Day.



# Celebrating A.S.B Fathers



Having a supportive father significantly shaped my parenting philosophy, which emphasizes providing both financial security and emotional support. My goal is to equip my son with the tools and guidance he needs to navigate the complexities of our ever-changing world and achieve success on his own terms. Witnessing my son's confidence and resilience in his challenges, and hearing him express his appreciation for my efforts, empowers me to continue pushing through daily challenges and be the best parent I can be. This appreciation allows me to not only face the daily grind but also find value in both the successes and the struggles.

Watching him grow. As simple as it seems, witnessing my son's personal development, from child to young man, fills me with immense pride. Seeing him navigate challenges, learn from mistakes, and develop into a responsible young man is incredibly rewarding. I am confident he will make a positive contribution to our community and the world at large.

BERNARD LOCKE  
 HEAD OF INFORMATION TECHNOLOGY



The early stages of fatherhood were challenging. Living in an apartment where the roof was leaking and my child was getting wet made me push harder to purchase my own home.

Knowing that I nurtured my son into someone who can go out into this world and fulfill his dreams is what I love most about being a father.

KELVIN RAMPERSAD  
 MAINTENANCE TEAM LEAD



Being a father, I am most proud of the fact that I can provide for their every need and their well being.

DON ROBERTS  
 COORDINATOR



From day one of their very existence the role of protector and provider kicked in, always giving my best where work is concerned to fulfill this responsibility.

They have grown to love expensive things lol, even on the days while hustling to school and work I may have forgotten to give them school allowance. Who says that a ten year old would forget! The following day a double up is demanded.

What I love most about being a father is the conversations we have on our journey to school on mornings. Some very interesting perspectives are shared, and this keeps me eagerly awaiting my pick up in the evenings.

ANAND SAHADEO  
 SALES REPRESENTATIVE



As a dad, my responsibility is to love and to care for my children. And just knowing even if nobody is smiling at me I look at my children and know I am loved and that is what keeps me motivated.

DANE LEGERTON  
 WAREHOUSE ATTENDANT

My son motivates me to push through all challenges and to get my job done because he works very hard and always impresses his teacher.

What I love most about being a father is watching my him adapt and copy the way I talk and act.

KWESI CEDENO  
 MERCHANDISER





# Celebrating A.S.B Fathers

My son was diagnosed with a life threatening medical condition at a very tender age. I saw the strength, determination and bravery he exhibited during that trying time. His demeanor and attitude was very humbling, and he was courageous throughout the entire ordeal. Despite being faced with this major obstacle for a few years, he was able to triumph over it. He was brought into my life for a reason, and I continue to believe this every living day. As a result of that scenario, I am motivated to overcome any challenges that I am faced with.



DAYNE ALI-D'ARBASIE  
INSURANCE MANAGER

Creating memories and traditions together is what I love most about being a father. Watching my kids grow to be their own person, and the pride and happiness of seeing them grow and accomplish things is mindblowing. Having children makes you become an overall better person. With the responsibilities and commitments, we ultimately grow as individuals.

My daughter inspires my creative career path daily with her curiosity, love for colour and serendipity.



The plethora of moments which encompasses her journey, and the fact that I have the privilege of being a part of that, are what I love most about being a father.

KAURICE ALEXANDER  
GRAPHIC ARTIST

My children motivated me to work harder despite the daily challenges that I may have faced as a young father. Being able to provide a home and a stable environment for them to grow and accomplish a proper education that would be most valuable to them in adulthood.



What I love the most in being a father is seeing all my hard work pay off as two of my kids are adults now and both are employed and most independent. The last is excelling in her schooling and is a budding musician. But most of all I love seeing the joy in their faces and just appreciating all the love they share with me daily.

DAMIAN LE GENDRE  
VAN SALES & DISTRIBUTION SUPERVISOR

My daughter reminds me of what it's like to just be excited to learn, grow and try new things. As adults, we sometimes lose the ability to think outside the box, but kids can think of many different ways to do one thing. This inspires me to never think "this won't work" or "it has to be done this way".



I love adventure, and to be able to share that with my daughter has created some of my favorite memories.

MOSES BROWN  
VAN SALESMAN

Every day is challenging trying to balance being the best at my job (keeping everyone happy) and being the best dad I can be.

Once I told my older son, "Life's a real struggle and I try to be the perfect father." To my surprise, my son responded "but dad you are perfect to us!"

This inspires me every day.

As a father, I enjoy spending time with my sons. Seeing the joy, happiness and laughter on their faces, especially their jokes at dinner time.



AMRITNARINE MAHARAJ





# BRAND EVENTS



The past quarter was rife with activity throughout our Group, as we embarked on world-class executions that showcased our innovation in brand building and marketing. Brydens Trinidad's Food & Grocery Division hosted the Trident Chillzone at the Sunsetters Festival from May 24-26, attracting around 300 attendees. The Chillzone featured cozy seating, a photo area, and arcade games, promoting Trident gum's role in enhancing shared moments. In June, Trident launched an in-store sampling campaign in its top 25 stores, showcasing flavors like Spearmint and Strawberry.



The Home & Hardware Division ran Mother's Day promotions at Ramlogan's, featuring appliance demos and a roadshow for Speed Queen appliances with TikTok influencer Joey Teemal. They also promoted Genie appliances and offered special deals for Father's Day. In the Premium Beverages Division, El Dorado Rum introduced a gift-with-purchase promotion during the ICC T20 World Cup. Johnnie Walker hosted an event at Offside, while Glenmorangie offered tastings at Mr. Rango's. In Wines and Champagnes, Veuve Clicquot



held a sold-out champagne dinner at Zazou Kitchen, relaunching VCP Rosé while the Wines Team hosted a "Sip & Savor" event featuring Graham's Port at The Humidor along with a sensory wine event at Veronique's showcasing Gerard Bertrand's biodynamic wines.

Micon Marketing Limited, a distributor of the Unilever portfolio, helped Breeze celebrate its 60th anniversary with the launch of Breeze Lavender Powdered Detergent, featuring eco-friendly technology. The brand also offered promotional buckets and price reductions to enhance consumer satisfaction. In the Bakery Division, Fermipan Yeast maintained market leadership with in-store promotions for Mother's and Father's Day, boosting sales by 10%. Meanwhile, Lucozade Energy Apple Blast, launched in April 2023, was re-launched in April 2024 with positive feedback.





The Supligen Team launched the “Vibes it up Tobago!!” promotion and offered popular flavors at a discounted price during Massy’s flash sale, which was well received by consumers. Continuing to expand on the pet food category, Micon also introduced Twee Tweet, a premium bird seed line catering to various bird species. In Bryden pi’s Consumer Division, Food & Grocery launched Prime hydration drink which was met with great success. Maybelline collaborated with secondary schools for photoshoots during graduation while L’Oreal Paris showcased the True Match line during a grand play.

The Himalaya brand took time to kick off an event reinforcing its commitment to innovation whilst L’Oreal celebrated World Earth Day with internal activities. In the HES Division, Medtronic showcased its instruments at the Caribbean College of Surgeons conference and in Pharma, Pfizer launched Nurtec, the first medicine for treating and preventing migraines. Lastly, FT Farfan hosted STIHL Service Days for complimentary equipment servicing and had a busy quarter with multiple events, including the Castrol Speedjam Motorsport Event and the launch of Torque welding equipment. Feel free to let me know if you need any further modifications!



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# FEATURED EMPLOYEES



“My most memorable experience happened recently, where I received an HSE award from the Company for safety compliance and representing the core principles.”

**JAREID MASON**  
Warehouse Attendant - ASB

- 1. What do you like most about your job or career?**  
The opportunity to learn new tasks every day and the opportunities available for growth within the Company.
- 2 What are your long-term career goals?**  
To earn a degree and gain leadership skills where one day I can be and entrepreneur.
- 3. What are your passions or interests outside of work?**  
I like to travel to other countries and like to go hiking.
- 4. What's a memorable experience you've had in your career so far?**  
My most memorable experience happened recently, where I received an HSE award from the Company for safety compliance and representing the core principles.
- 5. What do you like to do for fun or in your free time?**  
I like going to the beach to sit back, sip on a cold beverage, relax, and take in the fresh air and beautiful scenery.
- 6. Can you tell me about your family and background?**  
I come from a family of seven (7) which includes myself, my mom, my dad, and four (4) sisters. My mom is self-employed and my dad works at PTSC for more than seventeen (17) years. They have always taught us the importance of education and always told us to remember that today should always be better than yesterday.
- 7. What are your proudest achievements?**  
My proudest achievements was pushing and keeping the faith to finish school after seeing my peers dropping out

- one by one during the Covid-19 pandemic. I was able to stand strong and made it to the finish line through that tuff period.
- 8. What motivates you in your personal and professional life?**  
My motivation is being able to achieve my goals by overcoming challenges. I love learning new things and making my parents proud.
- 9. What's your approach to work-life balance?**  
I set boundaries and take time off when needed to rest and recharge.
- 10. What are you looking to gain from this job or company?**  
I am looking forward to gaining a position where I can build and grow professionally and set a standard in the workplace.



“I’m motivated by remembering where I came from and the challenges I’ve faced. It keeps me focused on becoming a better version of myself, both at work and in my personal life. ”

**JASON JAMES**  
Regional Sales Representative (Senior) - Bpi

- 1. What do you like most about your job or career?**  
What I love most is the fast-paced nature of it all. There’s something thrilling about racing to secure a client before the competition or getting emergency medical supplies out to other islands. When you manage to pull off something that seemed impossible, it’s a huge win and makes me feel incredibly fulfilled.
- 2. What are your long-term career goals?**  
A few years ago, I would have said I wanted to be a CEO of a major company. But my perspective has shifted since then. While I still aim to excel in my field, I also value a balanced life and time for personal interests. My goal now is to keep growing in my role and enjoy a meaningful career without necessarily climbing the highest rungs of the corporate ladder.
- 3. What are your passions or interests outside of work?**  
“I’m passionate about traveling—especially traveling alone. It’s an amazing experience that makes me feel both alert and relaxed. I also love reading, writing, and gaming. These hobbies help me unwind and keep my creative juices flowing.”
- 4. What's a memorable experience you've had in your career so far?**  
One standout moment was in 2016 when I was the Administrative Assistant. We had an urgent request for a medication needed for a child. I had to rally the whole department, get quick approvals, and coordinate a complex logistics operation. Seeing everything come together and knowing we made a real difference for that child was incredibly rewarding.
- 5. What do you like to do for fun or in your free time?**  
In my free time, you’ll often find me deep into a book, writing something creative, or playing a video game. I also enjoy getting outdoors and exploring new places

- 6. Can you tell me about your family and background?**  
I’m the oldest of five siblings, with three sisters and a brother. My mom has always been the glue that holds us together. I grew up in Santa Cruz and visited my father’s side of the family in Cantaro. After my dad passed away, we moved to Laventille, and my mom’s support was crucial in helping me shape my future.
- 7. What are your proudest achievements?**  
I’m really proud of the personal growth I’ve achieved over the years. The support from my family and friends has been incredible, and I’m grateful for the positive impact they’ve had on my life. Becoming the person I am today, thanks to the people around me, is one of my greatest achievements.
- 8. What motivates you in your personal and professional life?**  
I’m motivated by remembering where I came from and the challenges I’ve faced. It keeps me focused on becoming a better version of myself, both at work and in my personal life. I don’t want to go back to where I started, so I’m always pushing forward.
- 9. What's your approach to work-life balance?**  
Balancing work and life can be tricky, but I make sure to enjoy my weekends and take time to relax. It helps me stay fresh and productive during the workweek. I think having that downtime is crucial for maintaining overall well-being.
- 10. What are you looking to gain from this job or company?**  
I’m looking for a role where I can be part of the decision-making process and have the opportunity to share and develop ideas. A positive work environment that fosters teamwork and innovation is important to me. I also hope a work schedule that supports a healthy work-life balance.



# FEATURED EMPLOYEES



“I personally don’t think it there is such thing as a work life balance, I believe both are intertwined. I think the key is prioritizing different aspects of your life along with time management is the key.”

**ABDULLAH KHAN**  
Service Manager - FTF

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

I find my job very rewarding when tasks/jobs are completed and customers are happy. Also, I had a lot of opportunity for growth at FT Farfan which drives my career.

**2. What are your long-term career goals?**

My long goal is to play a bigger part in regional development of the company.

**3 What are your passions or interests outside of work?**

I like traveling and exploring new places both locally and abroad. I love to try new adventures.

**4. What’s a memorable experience you’ve had in your career so far?**

I’ve had many memorable experiences in FT Farfan such as introducing new brands and implementing remote monitoring on equipment but the most significant one to me was paralleling of two – 2MW generators for the Couva Children’s Hospital. This was the first time someone locally from FT Farfan did that. Normally our suppliers fly in to do this.

**5. What do you like to do for fun or in your free time?**

I like to cycle whenever I get an opportunity, both road bike and trail riding.

**6. Can you tell me about your family and background?**

I grew up in a very caring environment with a lot of religious influence that guides me daily in my tasks, decisions and interactions with people as well as my drive to improve every day to make a positive contribution to society.

**7. What are your proudest achievements?**

My proudest achievement would be my self-development, I was able grow from strength to strength through guidance and coaching from persons within and outside the organization. I started in the company as a Mounting Technician assembling equipment such as brush cutters, saws, pumps etc. to now being the Service Manager of the Heavy Equipment Service Division.

**8. What motivates you in your personal and professional life?**

Betterment for my family and I is the biggest driver, being able to overcome challenges and excelling at the tasks I set out to achieve is a motivation in itself.

**9. What’s your approach to work-life balance?**

I personally don’t think it there is such thing as a work life balance, I believe both are intertwined. I think the key is prioritizing different aspects of your life along with time management is the key.

**10. What are you looking to gain from this job or company?**

I’m looking to gain more experience through increased exposure to propel my growth within the organization.



“I always set short, mid and long term targets for myself. I am very driven to achieve the targets I set for myself and providing for my family keeps me motivated and driven to become successful in achieving them.”

**SCOTT FANOVICH**  
Senior Brand Manager – Micon Marketing Limited.

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

I like that the industry is always evolving and keeps you on your toes and that it is not repetitive. There are always new opportunities and learnings that support my overall development.

**2. What are your long-term career goals?**

For my career, my goal would be to become a Senior Manager/Director within the FMCG industry within the next 5 years.

**3. What are your passions or interests outside of work?**

I keep it pretty simple in this phase of my life I would say. Dedicating time for my family as well as some frequent outdoor activities, travelling, exercise and of course anything football!

**4. What’s a memorable experience you’ve had in your career so far?**

I would have to say the one that stands out the most which was a reward from my performance in my past role, that allowed me to travel to Italy as a host for the Caribbean Region contingent for a Ferrari experience which included driving F430s for a week as well as being a passenger for Formula 1 world champion - Kimi Raikkonen in a formula 1 spec car around the world famous Fiorano circuit. Hard to top that experience to be honest.

**5. What do you like to do for fun or in your free time?**

I try to use the down time to relax, however I always end up finding something to keep me occupied, haha, so mainly chores or some activity with family.

**6. Can you tell me about your family and background?**

I am fortunate to have both of my parents alive, I also have 2 elder half-brothers, one on each side. My father’s

side has some Croatian ancestry, hence the name, lol, and my mom side has a mix of Portuguese and Venezuelan. I have a small family and I am currently engaged and have a 7-year-old stepson both of whom keep me going.

**7. What are your proudest achievements?**

I would say being able to purchase my own home and having the career I have had thus far which allowed me to meet and learn from some of the most influential and supportive people.

**8. What motivates you in your personal and professional life?**

I always set short, mid and long term targets for myself. I am very driven to achieve the targets I set for myself and providing for my family keeps me motivated and driven to become successful in achieving them.

**9. What’s your approach to work-life balance?**

I would say over the years I have gotten a bit better trying to manage this aspect of it, even though I think I try to over deliver at times and sometimes I get carried away. However, I always encourage my team to manage their times once they get the job completed successfully. As simple as it gets, balance is key and I fully endorse work-life balance!

**10. What are you looking to gain from this job or company?**

I am looking to gain a wealth of knowledge from the exceptional leaders and teams that we have as well as to continue nurturing my talent to enhance my opportunities to grow within the organization.



# CREATING AN ENVIRONMENT WHERE EMPLOYEES CAN THRIVE

At The Brydens Group, we understand that a happy and engaged workforce is essential to our success. Our commitment goes beyond simply offering competitive benefits; it revolves around creating a workplace culture where every team member feels valued, heard, and motivated. We accomplish this through several key strategies: active listening, promoting open communication, organizing relationship-building activities, investing in health and wellness, and providing continuous training opportunities.

Active listening is fundamental to employee engagement. At The Brydens Group, we prioritize feedback from our employees through various channels such as surveys, team meetings, and one-on-one discussions. By genuinely seeking and responding to this feedback, we demonstrate that employee opinions are not only welcomed but are also integral to our decision-making process.

Open communication is another critical element of our approach. We strive to create an environment where dialogue is encouraged and facilitated. Our leadership team maintains an approachable demeanor and implements an open-door policy to ensure that every

employee feels comfortable sharing their thoughts and concerns. Regular updates through team meetings and newsletters further keep everyone informed and aligned with our organizational goals.

To strengthen team bonds, we organize a variety of activities designed to build relationships among staff members. These include team-building exercises, social events, collaborative projects, and community service initiatives. Such activities not only enhance collaboration but also cultivate a sense of belonging within our workforce.

Recognizing that a healthy workforce is a productive one, we invest significantly in comprehensive health and wellness programs that support both physical and mental well-being. Our offerings encompass wellness workshops, mental health resources, and wellness days designed to give employees access to basic health testing in the workplace. By prioritizing health and wellness, we enable our employees to achieve a balanced work-life experience.

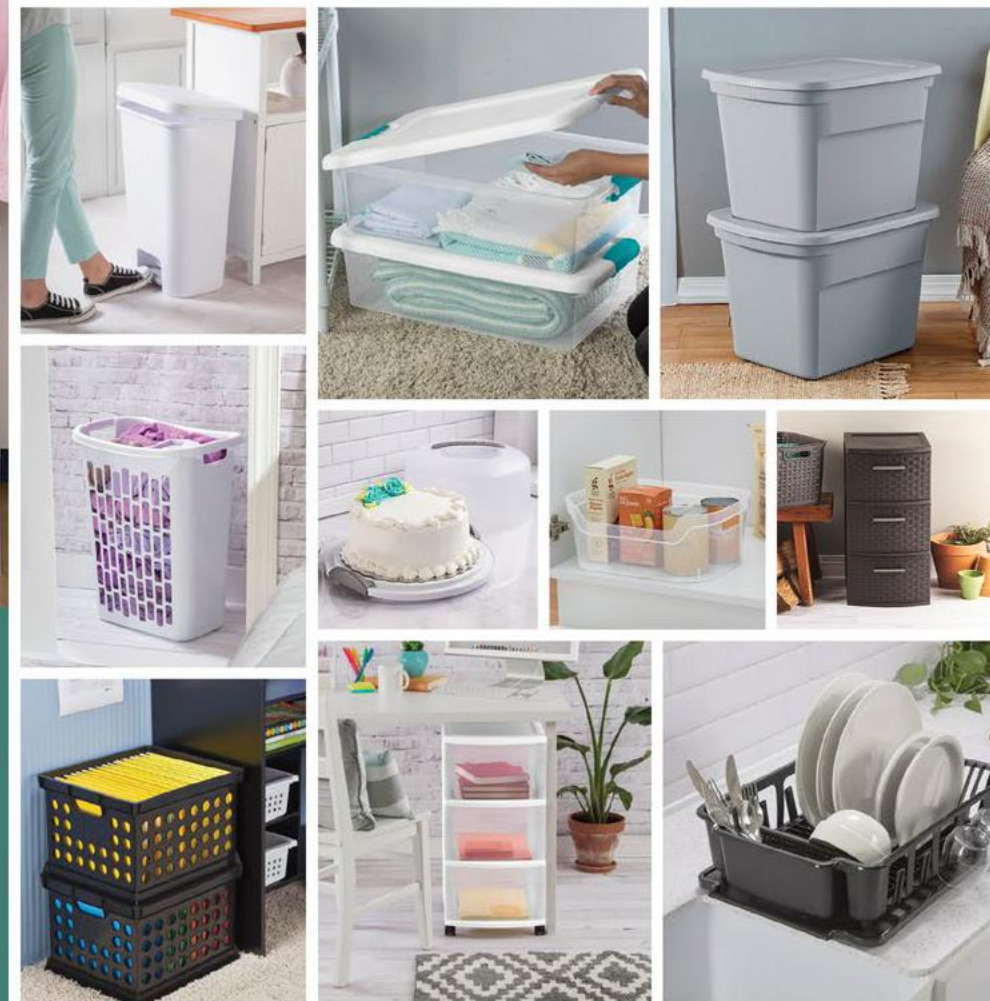
Moreover, we are dedicated to empowering professional growth through continuous learning opportunities. The Brydens Group provides access to various training

programs, including workshops, seminars, and online courses. This investment in our employees' development ensures they possess the skills and knowledge required to excel in their roles and advance their careers.

In conclusion, creating a happy and engaged workforce is an ongoing journey at The Brydens Group. By focusing on active listening, maintaining open communication channels, nurturing relationships among team members, investing in health and wellness initiatives, and offering training opportunities, we create a dynamic work environment that supports our employees' growth. We firmly believe that when our employees are happy and engaged, they are empowered to deliver their best work, driving our collective success forward. We invite you to join us in our mission to cultivate a thriving workplace where every team member can flourish and make a meaningful impact.



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SCHOOL

ESSENTIALS





# ENHANCING REGIONAL & LOCAL BUSINESS RESILIENCE

In a strategic move to enhance regional and local business resilience, a new Disaster Recovery Tier 2 room has been deployed at Brydens PI, Macoya Trinidad and Tobago. This state-of-the-art facility is designed to provide essential support and resources to companies in the event of a disaster, ensuring continuity of operations and minimizing disruptions.

The Disaster Recovery Tier 2 room offers a secure and technologically advanced environment equipped with:

- Redundant power systems: Guaranteeing uninterrupted operations even during power outages.
- Advanced communication infrastructure: Enabling seamless communication and data transfer.
- Robust backup and recovery solutions: Protecting critical data and ensuring quick restoration in the face of data loss.

By leveraging this facility, regional and local companies can:

- Mitigate downtime: Rapidly recover from disasters and minimize business interruptions.
- Safeguard critical data: Protect valuable information and assets.
- Ensure operational continuity: Maintain essential business functions and services.
- Strengthen resilience: Build a more robust and resilient business infrastructure.

The deployment of the Disaster Recovery Tier 2 room is a significant step towards enhancing the region's capacity to withstand and recover from disasters. It demonstrates a commitment to supporting businesses and fostering economic growth, even in the face of adversity.



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# THE POWER OF TEAMWORK: CELEBRATING DIAGEO'S LOCAL CHAMPIONS

If you're familiar with the DIAGEO name, you know it represents some of the most prestigious and award-winning global brands. With a portfolio that includes Johnnie Walker, Black & White, Old Parr, Ketel One, Smirnoff, Baileys, Tanqueray, Gordon's, Don Julio, Casamigos, and many more, representing these brands is truly an honor.

In our local market, the Premium Beverages Division of Brydens Trinidad manages this impressive portfolio, under the leadership of Daylene Raghoobar, who has been serving as Commercial Manager since 2022. Managing such a distinguished collection of brands requires determination and precision to maintain its status as a top-tier lifestyle choice.

DIAGEO has become synonymous with a way of life, as those who have managed this portfolio often find themselves on successful career paths. The insights gained from its brand-building methods, analytics,

and deep understanding of target consumers can be transformative. This exposure has likely contributed to the current team's success, even when faced with challenges.

Since May of this year, Scarlet Simm, Product Specialist, and Vinda Soomai, Senior Trade Activation Executive, have been pivotal in executing promotions and managing the portfolio alongside Daylene. Despite being short two Brand Managers, their teamwork and mutual respect are evident. Their genuine enthusiasm for their work drives them to surpass expectations and meet brand objectives.

During challenging times, the importance of teamwork, collaboration, and mutual respect becomes even more apparent. This team's resilience and adaptability have shone through their recent achievements. Despite their successes, Scarlet and Vinda remain humble, allowing their shared passion for the portfolio to fuel their creativity and commitment.

It's clear why Daylene wanted this team to be recognized. We wish them continued success and hope their dedication, teamwork, and mutual respect serve as an inspiration to others.

Scan QR to see clips from the interview with Scarlett & Vinda







Salve is household name that has become synonymous with germ killing due its antiseptic properties. Salve is proudly manufactured by Bpi Genethics Limited and is distributed in Trinidad and Tobago by Bryden pi and through our regional distribution partners in eleven other markets in the Caribbean.

The product is formulated using safe and gentle, yet highly effective ingredients. Salve contains Chlorhexidine Gluconate, an antiseptic agent that has been shown to decrease microbial flora on the skin and prevent the risk of infections, as well as Cetrimide to quickly heal cuts and bruises and prevent potentially dangerous infections.

Apart from its primary use in cleaning cuts and bruises and in midwifery care, Salve Antiseptic Liquid can also be used for general household sanitizing. Diluted in water, Salve Antiseptic liquid can be used to clean counters, floors and other household surfaces. Salve is also used as a laundry sanitizer by health care professionals for sanitizing clothing and linen.


Salve is also available in a convenient ready to use Antiseptic Spray format. This formulation is sting free making it ideal for use in kids. No dilution is required, just spray on cuts and bruises and let the antiseptic properties get to work.

Bpi Genethics recently added another extension to the trusted Salve brand, Salve Antiseptic Cream. This product forms a protective barrier over wounds, preventing the entry of harmful microorganisms, removing the risk of infection and promoting fast healing. The product is conveniently packaged in a tube for easy dispensing and application, allowing for on-the-go first aid treatment.

Salve... Be Safe, Be Sure, Be Germ Free.





# DEAD BATTERY?





## BATTERY HOTLINE

# 800-VOLT










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## Be Safe. Be Sure. Be Germ-Free





# DIAMOND

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