

BRYDENS GROUP

Q U A R T E R L Y

#09
JAN - MAR
2025

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BUILDING A REGIONAL POWERHOUSE

BRYDEN PI BEAUTY

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EDITOR'S NOTE

Dear Readers,

Welcome to the Q1 2025 Brydens Group Quarterly! As your editor, I'm thrilled to present a recap of a truly impactful first quarter, characterized by our deep commitment to employee well-being and engagement, alongside exciting brand innovations and solid growth across all our territories.

Employee well-being and engagement were at the forefront, with the Group-wide launch of the Employee Large Appliance Support Initiative in February and various local programs aimed at enhancing daily life and team spirit.

Our brands had an incredibly dynamic quarter, from Johnnie Walker's "NOIR" Carnival event and the successful launch of Eve Peanut Butter in Trinidad , to CPJ Jamaica's significant sales growth with Str8 Vybz and the launch of Pascual Yogurts in Barbados. We saw advancements, including Micon Marketing's appointment as the nationwide distributor for Unilever , and the official launch of Brydens Guyana on January 6, 2025.

The resilience and strong execution of our teams led to positive performances across the board, often exceeding budgetary targets and prior-year results.

We are incredibly proud of these achievements and look forward to building on this momentum. Thank you for being a part of the Brydens Group journey.

Warm regards,

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

Layout
Batchac Art & Design Limited

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PERFORMANCE OVERVIEW

Navigating Challenges, Achieving Success: A Q1 2025 Review

This period has been marked by both exciting new ventures and a focused approach to efficiency and growth across all our territories.

TRINIDAD A.S. Bryden & Sons (Trinidad)

Q1 2025 began with the festivities of Carnival, providing an excellent platform to highlight the company's brands and drive sales, contributing to a positive quarter. The Premium Beverages Division successfully secured ample supplies of Rude Boy, satisfying demand and building safety stock. In the Food & Grocery Division, the launch of Eve Peanut Butter, especially the honey flavor, was well-received. The Food & Grocery Division also took on the "Mudda in Law" range of locally sourced sauces, which has performed to expectations, setting the stage for strong growth. These initiatives collectively enabled the business to surpass gross profit projections and meet budgeted sales, showing considerable growth ahead of the prior year.

Despite the ongoing challenge of tight foreign exchange supply and its associated costs, A.S. Bryden & Sons took decisive actions on costing rates and pricing. Their focus on efficiency is yielding results, with a review of portfolios leading to the removal of non-performing items.

A significant development this quarter was the official launch of Brydens Guyana on January 6, 2025, a joint venture that has seen a fast start.

Bryden pi (Trinidad)
Amidst a challenging Q1, the Bryden pi team demonstrated considerable resilience and strong execution, achieving good top-and-bottom-line results that exceeded both budgetary targets and prior-year performance. This positive trend was consistent across all entities, including Bryden pi, Bpi Guyana, Bpi Genethics, and AHCI Barbados, with the Healthcare Business Units showing particularly strong gains. Key drivers included successful participation in Health Sector Tenders, notably the delivery

of significant equipment for the Central Block at the Port of Spain General Hospital (POSGH). The company continues to make steady inroads into Export markets, aligning with their Growth Pillars, and anticipates solid Q2 performance with several delayed Private Label product launches earmarked for May/June.

FT Farfan
FT Farfan had a buoyant Q1, remaining ahead of plan and exceeding budget expectations for profitability. JCB experienced a strong quarter due to inventory on hand and roll-over sales from 2024, achieving twice the net sales of the previous year. Lubricants saw continued recovery with Shell Marine, and Castrol Fleet and Mutlu batteries saw double net sales growth. Aged inventory decreased significantly, indicating successful execution of plans.

Notable achievements include signing the first order for H&L Jamaica (expected May 2025) and the successful closure of the Agri World location with no sales fallout and annual savings of TT\$1.3M. The Team also concluded their first roadshow for 2025 which successfully focused on converting leads to sales. In anticipation of continued growth, the office and warehouse expansion is in progress, with an estimated completion date of June 7, 2025.

Micon Marketing
In more positive news, during Q1 Micon Marketing was appointed as the nationwide distributor for Unilever, incorporating brands like Cif, Breeze, and Radiante into their portfolio, which is expected to significantly increase overall revenue. The Bakery Division continued its exceptional performance, alongside notable achievements in several other product lines. The company also invested considerably in the professional development of their team with several Sales Training events successfully completed by Unilever, Nestle, CGA, and Witco. Additionally, the van sales team participated in a situational awareness course conducted by SWAT. To promote team engagement, brand managers organized an Easter Egg Hunt, which saw

enthusiastic participation from nearly all employees and provided opportunities to win exciting prizes.

**GUYANA
Bryden pi (Guyana)**
BPI Guyana closed the quarter with significant year-over-year growth and ahead of budget compared to Q1 and YTD numbers. In Healthcare & Ethical Solutions (HES), the Division won the Alcon consumable surgical government tender and saw an increase in Zimmer Biomet knee and hip replacements for 2025. Government payouts have boosted consumer spending, particularly in FMCG sales. While warehouse space constraints currently impede new business, the company is looking forward to exciting launches including Himalaya (May 2025), L'Oréal Skin and Hair (TBD), Baxter (July/August 2025), and Good and Honest snacks (June 2025).

ICON
Q1 2025 saw ICON maintaining healthy margins despite a slowdown in achieving sales budget targets. The company completed office and bond expansions to accommodate more stock and personnel and continues to make inroads with JCB construction equipment. There has been a targeted focus on distribution with welding equipment and consumables, attracting significant attention. The first construction units for the Zoomlion brand were successfully sold via F.T.F (Guyana) Inc., an ICON subsidiary. The Company also strengthened internal processes and controls in preparation for future ISO certification. Additionally, ICON's dynamic sales team continued to expand their reach to customers throughout the length and breadth of Guyana with a seminar to the indigenous communities in the town of Lethem on the features and functions of JCB equipment.

**JAMAICA
CPJ Jamaica**
CPJ Jamaica's sales were up against budget in Q1, contributing to an overall Group YTD sales increase. Growth was consistent across all three sectors: Hospitality, Off-Premise, and Retail.

The Off-Premise sector showed considerable growth, largely driven by Str8 Vybz, which propelled spirits growth significantly. While gross profit margin experienced a slight decrease relative to budget due to competition for share in critical hospitality categories, this led to an overall increase in gross profit versus prior year and against budget. However, overall profitability fell short of expectations, with Jamaica showing a decrease, primarily due to an increase in expenses from higher staff and A&P costs.

The Infor (ERP Software) implementation has been delayed to April 28th, with all teams heavily involved in testing and training. Beverage Systems faced competitive challenges in the Hospitality Sector but managed to close the quarter with equivalent gross profit to the same period last year.

Lastly, the Bacon Press was installed as the final step in the Bacon Line project, allowing the Company to ramp up production and deepen distribution.

**ST. LUCIA
CPJ St. Lucia**
St. Lucia's revenue was ahead of last year but experienced a variance against sales budget in Q1. Despite this, the territory made excellent progress in curbing expenses and shrink, returning to a positive result for the period after several consecutive periods of losses, a significant turnaround from its previous decrease. Change management efforts related to the new ERP and WMS system for St. Lucia Operations are ongoing supported by Group IT through the Shared Services Team. These new systems are expected to reduce complexity and increase the overall efficiency of the operation in St. Lucia.

**ST. VINCENT
Facey Trading**
Facey Trading St. Vincent commenced work on a new bonded facility. This development is crucial to support the expansion of its wine and spirits business and will also include upgraded facilities for staff, reinforcing their commitment to growth and employee well-being in the region.

**BARBADOS
Stansfeld Scott**
Overall, for Q1, Wines showed positive growth over the prior year, while Spirits, Consumer Health Care, and Snacks also saw increases. On-Trade sales increased compared to the prior year for the quarter, and this remains a strategic focus crucial for attracting large multinational companies. The Company successfully launched Pascual Yogurt on March 19th, with estimated annual sales projected at BDS \$500k, and are exploring deepening the relationship with Pascual across more markets in the region. Furthermore, SSB secured warehouse space closer to the office, which is currently being racked and stocked. For Wine World Holetown, a location has been identified, and is currently in the design phase.

The Group acknowledges the challenges faced during the quarter but is immensely proud of the positive performances and strategic advancements made across all subsidiaries.

COMPANY EVENTS

Beyond Business: Cultivating a Supportive and Vibrant Workplace

The first quarter of 2025 at Brydens Group truly showed our focus on employee well-being, engagement, and a vibrant celebration of culture and community across all our subsidiaries. From practical support initiatives to festive gatherings and meaningful observances, Q1 exemplified our commitment to building a thriving and supportive workplace.

GROUP

February 2025 saw the successful launch of the **Employee Large Appliance Support Initiative**, led by ASB Trinidad for our local subsidiaries. This significant program aims to ease daily life for our employees by offering the opportunity to purchase large appliances at a reduced cost, complemented by a convenient six-month repayment plan. "This is more than just a benefit, it's a reflection of the Group's ongoing commitment to improving the quality

of life for our employees," states Tiffany Reid, Group Head of Human Resources. This initiative highlights our dedication to providing tangible support that makes a real difference in our employees' homes and lives.

TRINIDAD

ASB Trinidad kicked off the year with a strong schedule of employee engagement activities, blending festive cheer with meaningful observances. The **Annual Backyard Jam 2025** and **Carnival IQ Series** brought the vibrant energy of Carnival directly to the workplace. Staff revelled in soca vibes and competed for fantastic prizes, including fete tickets, an exclusive Hennessy cooler and merchandise, full Carnival costumes, J'ouvert packages, and loaded hampers. It was an epic way to show appreciation and infuse the workplace with the spirit of the season.

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THE BRYDENS GROUP



For **International Day of Happiness**, employees shared their most cherished moments, offering a glimpse into the diverse sources of joy within our team. These heartfelt responses reminded us that happiness, whether found in personal triumphs or shared moments, is unique to each individual, and that's its true beauty.

Bryden pi Trinidad focused on employee well-being and lively cultural events during Q1. Two **foot massaging machines** were introduced for staff use, offering 15-minute relaxation sessions in a tranquil ambiance. One massager remains at the head office, while the other

rotates among other locations, ensuring accessibility for all employees. In another engaging event, a team of 30 employees and their families proudly represented Bryden pi at the **Ayana Dyette Foundation - Feel The Teal 5k**, an annual charity race raising funds for cervical cancer awareness. Carnival spirit was high with a **Fete Yard Quiz**, offering staff a chance to win tickets to Fete Yard 2025. The **Soca & Calypso Karaoke Competition** and **After Work Cooler Lime** was a two-part event featuring karaoke, followed by a cooler lime with a performance from Viking Ding Dong. The company provided doubles, corn soup, and chasers, while staff brought their favorite drinks. **Carnival Friday Lunchtime Karaoke** added a light-hearted touch to the festive season. **International Women's Day** was celebrated with staff wearing purple, green, or white. Six female employees from various professions were interviewed, sharing their journeys and wisdom for the next generation of female professionals through videos shared throughout the day.





International Day of Happiness saw all locations pause work for an hour, as staff enjoyed a variety of board games, card games, and playground games. They were also treated to free snow cones and received a half-day off, redeemable until the end of May. For **World Down Syndrome Day**, staff wore mismatched socks as a symbolic gesture, representing the extra pair of chromosomes in individuals with Down syndrome. To mark Eid, packs of Eid sweets were distributed to all staff.



FT Farfan blended festive activities with health and cultural awareness initiatives. **Carnival Friday: Doubles & Trivia** provided a fantastic way to embrace the Carnival season with delicious doubles, engaging trivia, and festive T-shirts. In celebration of **International Women's Day**, FT Farfan hosted an enlightening session with Dr. Safeeya Mohammed, who shared **key information** on nutrition for women at every stage of life. On **World Down Syndrome Day**, employees wore colorful, mismatched socks to support the cause, raising awareness and celebrating the uniqueness of individuals with Down syndrome. For **Eid-ul-Fitr**, employees gathered across locations to share in the joy and tradition of Sawine.



GUYANA

ICON, held a vibrant and engaging event that celebrated team spirit, cultural diversity, and inclusivity. It featured a **Games Night** with domino and card games, encouraging camaraderie. In recognition of **International Women's Day**, the company acknowledged and celebrated the contributions of women, emphasizing its dedication to gender equity and empowerment. The observation of **Phagwah (Holi)** brought color and joy, honoring the cultural significance of this festival of spring and renewal. These events reflected the company's values and inclusive culture.



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JAMAICA

CPJ Jamaica focused on financial wellness, health, and employee recognition. January included a webinar on **Financial Freedom and Premiere League Giveaways** as part of a football promotion. February featured a **Quarterly Townhall, Black History Month Giveaways, Valentine's Day Token Distribution**, and weekly **Health Webinars**. An **Employee Engagement Survey** was also conducted. March saw **International Women's Day Recognition and Token Distribution**, a **Wellness Walk** to encourage healthy lifestyles, and health webinars on **Colorectal Cancer Awareness** and **Medication Awareness**.

ST. LUCIA

CPJ St. Lucia focused on celebrating employee achievements and enhancing safety during Q1 2025. The annual staff party in January, with a masquerade theme, saw Elvin Camsell crowned Best Dressed Male and Annette Paulius awarded Best Dressed Female. In February, the team participated in First Aid, CPR & AED training with the Saint Lucia Red Cross, equipping them with essential emergency response skills. Also in February 2025, CPJ St. Lucia celebrated Saint Lucia's 46th Independence with an inter-departmental decorations competition, which the Procurement Department won for their creativity and historical tributes.

BARBADOS

The **Social Club 4x4 Tour and Velma's Lunch Stop** was enjoyed by both SSB and Wine World employees, building team bonding and a shared experience outside of the workplace.

Q1 2025 was a clear indication of the Brydens Group's dedication to our employees. We look forward to continuing these impactful initiatives and helping to create a great environment for all.



BRAND NEWS

A Quarter of Engagement and Innovation



This past quarter, the Brydens Group saw a flurry of exciting activities across its diverse brand portfolio, from captivating events and strategic partnerships to new product launches and impactful community initiatives.

TRINIDAD

A.S. BRYDEN & SONS TRINIDAD LIMITED

The **Johnnie Walker** brand kicked off the Carnival season in Trinidad with its “NOIR” event on January 11th at the Hyatt Waterfront. This exclusive fete immersed patrons in a world of whisky, offering cocktails featuring Black, Green, and Gold Blends. The event’s black and gold decor, photo opportunities, and top entertainment created a premium and exclusive Carnival experience.

Da Luca also had a strong presence for Carnival, with visibility at events such as Army Fete, CIC, Lavish, Pinknic, Pop & Pardy, Soca Brainwash, Vic Blocko, and QRC. The Wines Team further engaged consumers through several off-premise events, including specials at JTA for Valentine’s Day, featuring **Da Luca**, **Blu Giovello**, **Birds and Bees**, and **Woodbridge**. Additionally, Da Luca



was part of Massy’s Flash Sale for Carnival, and specials for Valentine’s Day at Massy also included Da Luca and Barefoot wines.

OREO collaborated with Rituals Coffee House in February to introduce the new Cookie Crumble Chiller, a premium blended beverage. The **EVE** canned meats family welcomed new sardine options in Oil, Water, Tomato Sauce, and Hot Sauce, offering quick, delicious, and nutritious meal choices packed with protein and Omega-3s. Additionally, **Eve Peanut Butter** launched in Creamy, Crunchy, and Honey flavors.



BRYDEN PI

Allegra's "J'ouvert Is Life" promotion generated excitement during Carnival 2025. From January 6th to February 21st, customers who purchased Allegra Tablets could scan a QR code for a chance to win a J'ouvert package for two with the legendary Lime J'ouvert crew. This promotion saw 15 lucky winners. Allegra also collaborated with Boom 94FM on the Soca Plug segment every Monday to Thursday throughout January and February, with a 5-minute Bonus Giveaway on the final day where three callers won J'ouvert passes.

Dilmah Tea launched a vibrant experiential campaign for iced tea during Carnival, inviting patrons to "ring for tea" for an interactive serving experience in eco-friendly bamboo cups. Dilmah also sent "Fete Recovery" influencer tea boxes with iced tea recipes, generating significant consumer interest. In March, Dilhan C. Fernando, the chairman of Dilmah, visited Trinidad, hosting a Tea Appreciation event for retail and food service customers, visiting local establishments, and discussing tea pairing with Cocobell chocolates. In HES, the Managing Director, Division Director, and Brand Manager attended **Alcon's** Distributor's Connect Meeting in Panama in January and received the **Performance of the Year Award** for 2024.

FT FARFAN

FT Farfan Ltd. proudly launched the **"Defender"** line of high-performance safety gear, designed to meet rigorous industry standards across various sectors such as construction, oil & gas, manufacturing, and food processing. The brand received strong customer engagement through online campaigns and in-store promotions. The company also successfully delivered a JCB JS 305 30-tonne excavator to industry leader Harry Persads & Sons, supporting national infrastructure development.

FT Farfan completed the handover of five **Baoli** dual-fuel 3-ton forklifts to National Flour Mills Ltd. (NFM), which will significantly enhance NFM's material handling capabilities. The Industrial Division also marked a significant development with the launch of its comprehensive **"Racking Solutions"** line, offering various storage options to help businesses optimize storage and workflow. The "March Madness Sale" proved to be a major success, drawing record participation from contractors and the general public alike with discounts of up to 50% on leading brands. To close the quarter, FT Farfan introduced its all-new "Service Contracts" for heavy equipment, delivering flexible, full-coverage maintenance solutions designed to minimize downtime and extend equipment life. Contracts for light machinery are also planned for future release.



MICON MARKETING

Micon Marketing with **Lucozade** conducted sampling activities across key hubs, petrol marts, and customers to "Bring the Energy". Locations included Peakes Cocorite, Arima Dial, Lady Chancellor, Unipet Brentwood, Aranguez Savannah, and Woodford Square. For Carnival, there was high visibility on Adam Smith Square, St. James Roundabout, and Lower Tragarete Road. **Supligen** "burns" were conducted at both Eddie Hart and Jean Pierre Complex during the pre-Carnival period, with hundreds of participants enjoying fun activities and winning prizes. Supligen also offered free tickets to three premium events: Out in South, Mega Fete, and Fete Gala, through an online contest. Micon also executed sampling sessions of **Welch's** Sparkling Non-alcoholic wines at several outlets nationwide, creating excitement during busy shopping periods.

JAMAICA

CPJ Jamaica

Tito's Handmade Vodka's "Give the Best with Tito's Handmade Vodka" campaign raised JMD \$146,400 for the Jamaica Society for the Prevention of Cruelty to Animals. The "Ramping Szn" campaign for **Str8 Vybz** significant sales growth, with Q1 2025 sales increasing by 247% compared to Q4 2024, driven by in-store and event activations including Valentine's sampling. Fireball marked National Margarita Day with specials at local accounts and supermarkets. CPJ also participated in the Texaco grand prize handover event, introducing **Solo CFW** and announcing the return of **Monster** through sampling and gift-with-purchase. **Jack Daniels** sponsored "The Deep Blue Pool Party" by Doo Wop, an event that draws a diverse crowd.

The Isle Epicure **Freixenet** Sparkling Wine Private Dining Experience was an exclusive, invitation-only event curated to spotlight Freixenet's premium sparkling wine portfolio. Guests enjoyed a multi-course menu, with each dish paired with Freixenet selections.

As part of their Q1 brand-building strategy, CPJ also executed "Moments with **Mionetto**" for Valentine's Day, positioning Mionetto Prosecco for romantic celebrations through a curated multi-course dining experience and immersive storytelling. Also for Valentine's Day, the "Sip & Say Love" Dinner Activation for Freixenet was a ticketed event designed to increase emotional engagement and brand visibility. It included a branded bar and a "Message in a Bottle" campaign.

The **Chandon** Sunlit Soirée at The Broken Plate featured bottomless Chandon Garden Spritz cocktails and a DJ, enhancing Chandon's brand visibility in lifestyle events. CPJ also hosted "Sparkle & Celebrate," a ticketed International Women's Day event with a premium flight of Champagne, Prosecco, and Cava. The Debe Chen Brunch 10th Anniversary Activation in Mandeville was a paid event offering a wine and food pairing experience.

A Valentine's Day consumer retail promotion across 17 supermarkets allowed shoppers who bought two sweet wines (**Frontera Sweet Selection, Santelmo Sweet White, or Piermarcel Sweet Red**) to enter a drawing for a catamaran cruise. This campaign aimed to boost retail sell-through, deepen shopper engagement, and increase awareness of the sweet wine segment. The Yellow Tail "Follow the Tail" Carnival campaign was a multi-channel promotion during Jamaica's Carnival season, combining in-store and on-premise activations. Consumers could enter to win by purchasing two Yellow Tail wines, with the campaign concluding at Cru and Kitchen, highlighting **Yellow Tail** as a fun choice for the Carnival lifestyle.

ST. LUCIA
CPJ St. Lucia

In February 2025, CPJ St. Lucia donated ingredients and wine prizes for Amy's Gift to St. Lucia, the St. Lucia branch of the Amy Winehouse Foundation. Their annual fundraiser raised funds for music tuition and therapy for students and a Drug and Internet Awareness workshop. The Wines & Spirits team at CPJ St. Lucia crafted a unique and engaging promotion, "Roses & Red for Us," designed to drive sales and encourage consumers to celebrate Valentine's Day in a special way. The mechanics of the promotion involved purchasing any bottle of Red and Rosé wine together to enjoy a special discounted price. This offer was rolled out across 26 key retail outlets and supported by sampling sessions and high-impact communication strategies. The participating brands, **Yellow Tail** and **Fallow Deer**, played a crucial role in this initiative. The execution of "Roses & Red for Us" directly contributed to the department's ability to achieve its February sales targets.

ST. VINCENT
Facey Trading SVG

The **Busta and Turbo** promotion launched on January 28th, 2025, and ended April 14th, 2025. Customers had the chance to win a PS5, iPhone 15 Pro Max, Nintendo Switch, and Apple Watch Series 10.



BARBADOS
Stansfeld Scott Barbados

In **Consumer Goods**, the Team had the pleasure of working with the BLP (Barbados Labor Party) Women's League for their Annual Team Party, held at Ilaro Court and themed "Hope for the Future." Part proceeds from the event went to benefit the Barbados Association for Cancer Advocacy's Hospice Building Fund. The Consumer Team was also on site to help celebrate the Imart Welches Plaza Launch with **Seven Seas, Endura Malt, Colcafe, and Granuts**. Perhaps one of the biggest events for the Consumer Team was the launch of Pascual Yogurts. In **Specialty**, **Stones Ginger Wine** was present at the Old Dibby Dub event and also held sampling at a local supermarket. The Spirits Team was part of the **Maison Ferrand Stakeholder Training**. In Wines, the Team was proud to be part of The Pavillion Sandy Lane Gold Cup, representing various brands. This event offers an upscale experience with dedicated access, a three-course lunch, afternoon teas, a premium bar, and prime views of the races.





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FEATURED EMPLOYEES



“My long-term career goal is to share the knowledge and experience I have gained over the years with both my family and colleagues, especially the younger employees, to help guide and inspire them.”

ANTHONY ALI
Credit Controller - ASB

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

What I enjoy the opportunity to meet and engage with people who have diverse and interesting perspectives. I also value my involvement in the Bryden's Sports Club, particularly the chance to travel across the Caribbean with the team. Lastly, on a lighter note, I truly enjoy the playful banter and occasional ‘falling out’—always followed by making up—with my close colleagues, Charlene and Deryck.

2. What are your long-term career goals?

My long-term career goal is to share the knowledge and experience I have gained over the years with both my family and colleagues, especially the younger employees, to help guide and inspire them.

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

Outside of work, I am passionate about spending quality time with my family and traveling. I am also deeply involved in my personal business, which includes organizing and participating in events such as Carnival, weddings, all-inclusive functions, and parties. I also enjoy watching cricket and football.

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

The most memorable experience in my career so far has been receiving invaluable advice from some of my former Directors—guidance that has supported me throughout my 45-year journey at the Company. Starting as a Filing Clerk and progressing to my current role as Credit Controller, while also establishing my own business, has been both rewarding and humbling.

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

There are several things I enjoy doing in my free time: spending time traveling with my family, hosting and attending family gatherings, organizing and participating in the Company’s Sports

Club events, watching my favorite football team, Nottingham Forest, in action, and unwinding with an ice-cold Guinness.

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

I am married for more than 35 years; I have two beautiful daughters and three grandsons. Most of my other family members reside in the USA or Europe.

7. What are your proudest achievements?

Personally witnessing the births of my two daughters. Another proud milestone was receiving the keys to my own home after many years of hard work. Additionally, starting and running my own business has been a significant personal achievement.

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

Definitely family life and having some good coworkers as friends. Family support trumps everything in life, personal or professional. Being very passionate in everything that I do.

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

Approach everything with passion and confidence. Learn from your mistakes, just as my former Manager/Directors advised.

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

As I near retirement, I remain committed to contributing meaningfully to the organization by sharing my experience, supporting team development, and helping to uphold the company’s values and goals. At the same time, I am mindful of planning a smooth and responsible transition that ensures continuity and stability. This includes mentoring newer team members, documenting key processes, and remaining flexible to the needs of the department during this period of change.



“I aspire to visit unique and adventurous destinations like the Amazon to experience nature and different cultures firsthand.”

ARLENE PHILLIP
Logistics Coordinator - Bpi

1. What is a fun fact about you that may surprise people?

I love to entertain family and friends. Especially Christmas and Easter.

2. Do you have a personal aspiration you’re working toward?

I aspire to visit unique and adventurous destinations like the Amazon to experience nature and different cultures firsthand.

3. What is your favorite hobby, activity, or creative outlet?

I enjoy anything outdoors, especially boat rides.

4. What is your favorite part about your job and why?

There is always something new to experience and learn.

5. What aspect of the organization makes you proud to work here?

The culture and accessible management.



“I like to spend my free time in my back yard which I refer to as the ‘Amazon’ nurturing the many fruit trees, shrubs & flowering plants that occupy every inch of my yard and home!”

KRISHELL ADHARSINGH
Sales Representative - FTF

1. What is a fun fact about you that may surprise people?

My liking of old school reggae from the 80’s & 90’s including but not limited to Garnet Silk, Sanchez, Beres & Buju. Also I’m a fan of 80’s and 90’s pop including but not limited to The Backstreet boys, Celine Dion, N'Sync and Britney Spears.

2. Do you have a personal aspiration you’re working toward?

Short term, hoping to be at the 2026 world cup, medium term to be debt free in 2 -3 years & long term to enjoy the journey of life with my family!

3. What is your favorite hobby, activity, or creative outlet?

Beside loving my wife's baking & cooking, I like to spend

my free time in my back yard which I refer to as the ‘Amazon’ nurturing the many fruit trees, shrubs & flowering plants that occupy every inch of my yard and home!

4. What is your favorite part about your job and why?

Being at the office, giving my co-workers fatigue & “roasting” them. Also meeting with customers, sharing knowledge with them. Sharing product knowledge and my experiences with the younger team members and hoping my work ethic is an inspiration to them.

5. What aspect of the organization makes you proud to work here?

The rich history of the company, the assortment of brands we represent that are known worldwide & the people that I get to work with on a daily basis!



"I try to be creative in my job, trying to find new ideas to appeal to consumers is always challenging and sometimes means doing research."

CHARLOTTE DE GANNES
Brand Manager - Micon

1. What is a fun fact about you that may surprise people?

I'm a "bush" lover. I enjoy hikes, or runs in the bush, or forested areas. This can be fun and healthy at the same time, the stress relief offered by this type of "exercise" is often overlooked.

2. Do you have a personal aspiration you're working toward?

I always aspire to learn more, to learn something new every day, big or small. A new language is my new goal, Dutch ...Geniet van het leven...Enjoy life!

3. What is your favorite hobby, activity, or creative outlet?

I love to run or hike in huge groups. A run or hike that ends in a river is the best for me as I also enjoy swimming in our

natural rivers.

4. What is your favorite part about your job and why?

I try to be creative in my job, trying to find new ideas to appeal to consumers is always challenging and sometimes means doing research. But it is where I get insights related to the industry. It's a creative field, where you always have to come up with new ideas and this is something I enjoy.

5. What aspect of the organization makes you proud to work here?

The "open door" policy in my organisation is a healthy aspect of my working environment. It is good to be able to walk in and talk to management about concerns or to share ideas.



"I enjoy working with the persons within my department. Also, interacting with the customers and ensuring their needs are met provides me with joy"

KITANYA FOSTER
Senior Accounts Receivable Clerk - CPJ Jamaica

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

I enjoy working with the persons within my department. Also, interacting with the customers and ensuring their needs are met provides me with joy. Even when there are disgruntled customers, I do what I can to assist them. I think I have been able to accomplish this due to my pleasant personality.

2. What are your long-term career goals?

I really enjoy Financial Accounting. That is an area I want to return to as I find it fulfilling. Additionally, I want to establish a Finance based business.

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

A: My passion is doing what I can and need to in order to ensure that my daughter is well taken care of and is able to get the things I was unable to while growing up.

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

I was rewarded Employee of the Year in two consecutive years.

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

Although I am mostly a homebody, I also enjoy long drives to the countryside. Parishes such as Portland and St. Ann are quite enjoyable.

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

I am from Grove Place, Manchester but I have been residing in Kingston since 2014. I relocated so that I could further my education. I have one daughter who is 13 years old. I am the last of 5 children; 3 girls and 2 boys.

7. What are your proudest achievements?

Giving birth to my daughter is my proudest achievement. Throughout the years she has made me extremely proud with her many accomplishments. Due to her academic success, she has been named valedictorian on two occasions and also served as head girl at Ardenne Preparatory.

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

I would say that I am from a poor family and my mother did not allow that to prevent her from supporting me in high school. When it was time to do my CXC exams, she used all her money to pay for them even though she could have used it on medical expenses. Even though it has been many years since my mother passed away, her selflessness lives within me. She motivates me to a better person.

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

I ensure that I focus on my health. While work is important, I ensure that I rest adequately and eat healthily.

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

I have gained many years of experience at CPJ. I look forward to further career growth, possibly elevating to a supervisory position.



"Apart from learning, enjoying the countryside atmosphere as it illuminates tranquility, and I love travelling"

MONICIA BOUYEA
Junior Brand Manager - Bpi Guyana

1. What is a fun fact about you that may surprise people?

I am a trained professional singer.

2. Do you have a personal aspiration you're working toward?

Yes, within the next 2 years I aspire to move up with in organization as wish to pursue sales.

3. What is your favorite hobby, activity, or creative outlet?

Apart from learning, enjoying the countryside atmosphere as it illuminates tranquility, and I love travelling.

4. What is your favorite part about your job and why?

The new adventures that come with the job. The Job allows you to meet new place and people of all different magnitude.

5. What aspect of the organization makes you proud to work here?

The fact that it is growing at such a tremendous rate, the exposure is beyond my expectation. And I am thankful for all that I have learnt and will continue to drive myself withing the company.



"I enjoy farming. It helps to provide for my family. I farm bananas, plantains and yam."

KENNETH LAWRENCE

Meat Plant Attendant - CPJ Jamaica

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

I love the environment and working with the people within my department. I have been able to maintain very good relationships.

2. What are your long-term career goals?

I am comfortable in my position and I'm not ready to retire as yet.

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

I enjoy farming. It helps to provide for my family. I farm bananas, plantains and yam.

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

The night shift is very memorable for me. I worked on that shift for approximately 5 years. One of the reasons it is memorable is that although there were less people to interact with, I was able to complete my tasks with more ease.

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

I love singing. I am the lead singer of my church's men's choir. I visit different churches and concerts to sing. For the older generation, they might recognize the name 'Grace Thrillers'; I've sang at their concerts as well.

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

I am married and the proud father of 3 children; 1 boy – 38 years old, and 2 girls – 15 and 10 years old. I am also a grandfather as I have 2 grandchildren. I currently live in Waterworks, Westmoreland but I am originally from Belvedere in the same parish. I grew up with 2 sisters and 4 brothers.

7. What are your proudest achievements?

There are two things that I am proud of. The first is that I have my own home and the second is that I am a Christian.

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

The guys are work help to motivate me with their jovial ways and the love of my family motivates me on a personal level.

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

Although I do a typical shift, most of my awake hours are spent at work. However, I ensure that I spend quality time with my family.

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

The company has done a lot for me. The only other thing I can think of at this time is to benefit from a pension.



"I love to dance."

CAROLINE HIPPOLYTE

Deli Cook, CPJ Fresh - CPJ St. Lucia

1. What is a fun fact about you that may surprise people?

I love to dance.

2. Do you have a personal aspiration you're working toward?

Building my home.

3. What is your favorite hobby, activity, or creative outlet?

I love cooking.

4. What is your favorite part about your job and why?

Ensuring the customers enjoy my food.

5. What aspect of the organization makes you proud to work here?

My colleagues make me proud to work here.



"While reading is meant to be therapeutic for some, I tend to get completely immersed in my books."

TAMMARA GOPAUL

Account (AP) Clerk - ICON

1. What is a fun fact about you that may surprise people?

A fun fact about me is that I can finish an entire novel in a day if it captures my interest—I just must know how it ends. While reading is meant to be therapeutic for some, I tend to get completely immersed in my books.

2. Do you have a personal aspiration you're working toward?

A personal goal I'm actively working towards is to help my parents achieve all the dreams they set aside in their youth to provide for me and my siblings. Their sacrifices have shaped my determination, and I want to give back by making their dreams a reality.

3. What is your favorite hobby, activity, or creative outlet?

A hobby of mine is photography—I enjoy capturing

meaningful moments and finding beauty in everyday scenes through the lens.

4. What is your favorite part about your job and why?

As an AP Clerk, I enjoy ensuring timely and accurate payments while resolving discrepancies—it's rewarding to keep finances organized and maintain strong vendor relationships.

5. What aspect of the organization makes you proud to work here?

One aspect of my organization that makes me proud to work here is the strong sense of teamwork and support among colleagues.



"A fun fact about me that may surprise people is that I can remember really obscure details from random conversations, even ones from years ago. It's like my brain bookmarks the most unexpected things!"

BYRON BYNOE

Sales Supervisor - Facey Trading SVG



"I am most motivated to see people succeed; especially those in support roles within the company."

CHERRYANN INCE

Inventory Manager - Stansfeld Scott

1. What is a fun fact about you that may surprise people?

A fun fact about me that may surprise people is that I can remember really obscure details from random conversations, even ones from years ago. It's like my brain bookmarks the most unexpected things!

2. Do you have a personal aspiration you're working toward?

One personal aspiration I'm working toward is becoming more intentional with my time focusing on what truly matters to me, whether that's personal growth, meaningful relationships, or creative projects. It's a work in progress, but I'm enjoying the journey.

3. What is your favorite hobby, activity, or creative outlet?

My favorite hobbies are playing video games and spending quality time with my family. Gaming helps me unwind and

challenge myself, while family time keeps me grounded and brings me the most joy.

4. What is your favorite part about your job and why?

My favorite part about being a sales supervisor is helping my team grow and succeed. I enjoy coaching others, solving problems on the fly, and seeing the direct impact our work has on the company's goals. It's rewarding to know I play a role in both team development and business results.

5. What aspect of the organization makes you proud to work here?

What makes me proud to work at Facey Trading is the strong sense of teamwork and the company's commitment to excellence. It feels good to be part of an org

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

I like to interact with people and this job affords me the opportunity to build relationships internally and externally and that makes my job so much more impactful.

2. What are your long-term career goals?

To be a Chief Operating Officer.

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

I love to travel especially cruising, seeing different places and being a bit adventurous. I have done Ziplining and Parasailing thus far. Almost did skydiving but chickened out. Visited Ferrari World Abu Dhabi hoping to drive the car but sadly they would only allow me to be the passenger.

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

Seeing the potential in two employees who wanted to do a course but were unable to pay for it, I decided to anonymously sponsor them using my own funds to ensure that they advanced in their personal development. I was just as excited as they were on the day both got their final results and had excelled.

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

I like to watch a good movie... one with intrigue, that makes me cry at the end.

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

I grew up with a single mother who had strong work ethics that I am proud to say I inherited. One thing many persons do not know about me is that I was once a model.

I am married to a wonderful man who happens to be a pastor in the Moravian Church. He keeps me grounded and is my sounding board. We have no children but many little ones call me "auntie".

7. What are your proudest achievements?

While most people would speak about academics, which are good, one of my proudest achievements came when I was asked to lead a regional team whilst working at another company. Seeing how far the team of about 13 persons had come; from lack of communication and poor sales, to being a close-knit group and working together to achieve the high profits at yearend was most satisfying. For them to call me MAMA BEAR and BOSS LADY, even if I speak to them today (some five years since I transitioned away from them), makes me feel not only proud but humble as from day one they knew that I was there to offer service to them; not to manage them but to lead them.

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

I am most motivated to see people succeed; especially those in support roles within the company.

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

As I matured in life, I learnt that family (especially my husband) helps in the work-life balance. Give 100% on the job and 100% at home. Always putting others first and enjoying it, will help you find harmony in life.

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

This job allows me to work with persons at all levels and also, because it is regional and a part of a conglomerate, it gives me the opportunity to work in other sectors. I once worked in the technology sector for 31 years before transferring to Distribution in wines and spirits, beverages and consumer healthcare products. The sky is the limit.

INTRODUCING
EVE
PEANUT
BUTTER



Welcome to the ASB family!



SPREAD
THE LOVE



Flavoured 'True' and through!

BUILDING A REGIONAL POWERHOUSE

THE BRYDENS GROUP'S AMBITIOUS EXPANSION



The Brydens Group has embarked on a transformative journey to cement its position as the premier distributorship in the Caribbean. Our vision is clear: to offer Principals a single, simplified point of contact for regional representation, backed by a comprehensive suite of third-party logistics (3PL) services. To realize this ambition, we are making significant investments in not only infrastructure, operational optimization but also business intelligence towards expanding our reach across the Southern Caribbean.

TRINIDAD: A NEW HORIZON FOR DISTRIBUTION

Our most ambitious undertaking is the construction of a state-of-the-art Southern Caribbean Distribution Center in Trinidad. Strategically located on Factory Road, Chaguanas, this cutting-edge facility is designed to revolutionize our operations. It will boast approximately 31,000 pallet positions, offering both dry and meticulously controlled temperature storage environments—crucial for preserving the integrity of diverse product lines.

A key feature of this new hub will be a **substantial customs bond**. This addition will significantly make easier the storage and consolidation of cargo destined for our subsidiaries throughout the Southern Caribbean, enhancing efficiency and reducing transit times. We are thrilled to announce that this landmark facility is scheduled for completion in **February 2026**, with Bryden, Bryden PI, and Micon Marketing poised to begin phased occupation.

To complement this physical expansion, we are simultaneously upgrading to a more powerful **3PL warehouse management solution**. This advanced system will facilitate efficient batch picking and deliveries while maintaining independent inventory control and invoicing for each subsidiary, striking a perfect balance between synergy and autonomy within our group.

GUYANA: SCALING UP FOR A GROWING ECONOMY

Guyana's economy continues its impressive growth

trajectory, and The Brydens Group is committed to supporting this dynamic expansion. To meet the escalating demand, we are in the process of constructing a new **72,000 sqft warehouse** to be shared by Bryden and Bryden PI. Like its counterpart in Trinidad, this facility will offer both dry and temperature-controlled storage, alongside a dedicated customs bonded zone. This significant investment will **quadruple our current capacity** in Guyana, dramatically enhancing storage conditions to meet and exceed international standards. It's a testament to our belief in the immense potential of the Guyanese market.

ST. VINCENT: SPECIALIZED STORAGE FOR A TOURISM ECONOMY

Our commitment to regional development extends to St. Vincent, where our warehouse facility at Facey Trading is undergoing a substantial upgrade. This project will **double our current capacity** and, crucially, introduce specialized **temperature-controlled zones** for confectionery, pharmaceuticals, and wines. Each

zone will be precisely tailored to the unique storage requirements of the product it houses, ensuring optimal preservation and quality. Furthermore, this upgrade will include a **customs bond**, an essential addition to facilitate sales to resorts and duty-free shops, recognizing St. Vincent's vibrant, tourism-based economy.

OUR FUTURE: AN EXPANDING REGIONAL FOOTPRINT

These pivotal projects represent a significant investment in The Brydens Group's future and highlight our **firm commitment** to our Principals and the broader Caribbean region. It is our clear intention to **steadily increase our regional footprint**, continuously enhancing our capabilities and extending our reach. As we look ahead, The Brydens Group remains committed to innovation, operational excellence, and delivering unparalleled distribution and logistics services across the Caribbean, solidifying our position as a true regional powerhouse.

BRYDEN PI BEAUTY

BRINGS GLAMOUR TO CARNIVAL 2025



Maybelline New York's Lunch Park activation at Yuma Vibe 2025's road experience.

The hallmark of Trinidad's Carnival is the seamless way that self-expression and beauty combine, and what better way to align with the celebration than with Bryden pi Beauty's host of glam brands. For Bryden pi Beauty brands, this year's carnival festivities saw flagship brands like Maybelline New York and L'Oréal Paris once again in the spotlight. From premium and high profile events to beautifying masqueraders for their on-the-road experience, this season was certainly a celebration!

Maybelline Partners with Yuma Vibe Carnival Band

This year's festival marked the first of a two-year partnership between Maybelline and Yuma Vibe. The

Large Band's 2025 presentation, "Echoes of Iere," a representation of T&T's history and culture, was proudly supported by Maybelline New York's activations at key touchpoints throughout the season. Beginning in the Band Launch and Photo-Shoot phase of this calendar year's rollout, Maybelline New York's partnership in this first year culminated in its highly sought after touch-up stations for the masqueraders' road experience.

Maybelline New York's touch up stations were well equipped with a wide range of products and expert beauty consultants to ensure masqueraders felt beautiful and road ready for their return to the street festival following the regular lunch stop. Some of the

masqueraders' favourite products included the SuperStay line of concealers, foundations and powders, the Lip Vinyl high gloss lip wear and the Lifter Gloss lip-glosses.

Maybelline New York closed the season with Yuma Vibe on a positive note and in the coming months, prepares for year two of the collaboration. The 2026 Band Launch season ramps up in July 2025 and Maybelline is on board to beautify the festival for yet another year.

Feteing and Fab – L'Oréal Paris and Maybelline New York in Carnival Events

The experience of the most high profile and prestigious events of the carnival circuit would be incomplete without global beauty leaders L'Oréal and Maybelline. In the 2025 season, L'Oréal proudly collaborated with the Ultra-Premium Hyatt Lime experience, as well Prestige all-inclusive fete. The brands also joined the rest of Bryden pi Beauty's brands in sponsoring one of the headline all-inclusive fetes of the season, Fete with the Saints. Touch-up zones featuring haircare, skincare and makeup from flagship brands like L'Oréal Paris, Maybelline New York, Carol's Daughter, Garnier, CeraVe and ORS were well patronized by attendees, affording them the opportunity to sample some of the best products in the beauty game, with the expert guidance from our beauty consultants. This season was sweetened through the partnership with The Boujee Mascarade, the Make-Up Artistry collective, sponsored by L'Oréal and representing the brand in the season's foremost events.

CROSS-CATEGORY COLLABORATIONS FOR MORE IMPACT

Spirit Mas, one of the festivals newer and emerging brands, saw meaningful collaboration through not just the L'Oréal Paris brand, but a strategic partnership with fellow Bryden pi represented brand, Kotex. The globally renowned feminine hygiene brand, alongside L'Oréal Paris, activated the concept, "The Spirit of HER," a beauty, wellness and hygiene hub at the Spirit Mas lunch park, perfectly tailored to the needs of women masqueraders. From makeup and hair touchups to providing sanitary napkins and more, these brands, through this partnership, successfully captured a key audience by meeting their needs during this hectic season.

Bryden pi Beauty, through their cosmetics offerings, brought not just the glamour to this year's season, but also grew relationships within the carnival industry, proving that in the coming years, Maybelline New York and L'Oréal Paris will become staples in the beauty behind the mas.



Bryden pi Personal Care – Cosmetics Brand Manager, Chelsea Thomas-Benoit (Center) with the talented directors of The Boujee Mascarade team, L'Oréal Paris partners for 2025.



"The Spirit of Her," a specialty collaboration between L'Oréal Paris and Kotex, serving the masqueraders of Spirit Mas at their 2025 lunch park.

\$10,000 RICHER!

SEE WHO WON BIG WITH SMART STREAM!

The "Pump Smart & Win BIG" promotion has concluded, and we're excited to announce our grand prize winner: Natiba Thomas-Huggins, who walked away with a whopping \$10,000 CASH! Congratulations!

For ten weeks, homeowners and plumbers across the nation jumped at the chance to win big simply by choosing the power and reliability of Smart Stream water pumps. The response was incredible, pouring in through our ever-expanding network of partner stores – making Smart Stream more accessible to you than ever before!

At Smart Stream, we're committed to empowering our valued customers with top-quality water solutions. In just two years, Smart Stream is already redefining expectations in the water pump industry.

Here's why our customers choose Smart Stream:

- **Affordable Excellence:** Get premium quality without the premium price tag!
- **Instant Support:** Our dedicated 747-PUMP (7867) hotline is ready to assist you with any questions.
- **Built to Last:** Protect your investment with readily available spare parts and Smart Stream Surge Protectors.
- **Unmatched Warranty:** Enjoy peace of mind with our industry-leading two-year warranty on Smart Stream water pumps and smart heads.

While this incredible \$10,000 giveaway has ended, Smart Stream's commitment to quality, value, and support remains stronger than ever.

Ready to upgrade your home's water system with a brand you can trust? Visit your nearest participating store today and explore the Smart Stream range. Discover the power and reliability that's making homeowners switch – and stay tuned for more exciting opportunities from Smart Stream! Choose Smart Stream. Choose Reliability. Choose Value.



Smart Stream Pump Promotion

WINNERS

GRAND PRIZE
Natiba Thomas-Huggins

GAS CARD	GROCERY VOUCHER
Trevor Henry	Dwarika Heerasingh
Leo Felicien	Yugesh Rudra
Stephen Bethel	David Mano
Fitz Patrick	Dionne Williams
Ferroza Ameerai	Harigovind Ramnarine

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