

# BRYDENS GROUP

Q U A R T E R L Y



EDITOR'S NOTE

PERFORMANCE OVERVIEW

COMPANY EVENTS

BRAND NEWS

FEATURED EMPLOYEES

A SUCCESSFUL QUARTER OF IT TRANSFORMATION AND CONSOLIDATION

THE SEPROD-ASBH TRANSACTION

A WINNING COLLABORATION

**#10**  
APR - JUN  
2025

SUN'S OUT, RATES DOWN!

# SUMMER SAVINGS

BIG DISCOUNTS ON **MOTOR INSURANCE**

CONTACT US FOR A  
**QUICK QUOTE TODAY**



BRYDENS  
INSURANCE  
AGENCY



INSURANCE.BRYDENSTT.COM



BRYDENSINSURANCEAGENCY



CALL OR  
WHATSAPP

391-8341 / 432-0284

# EDITOR'S NOTE

Dear Readers,

Welcome to the latest edition of The Brydens Group Quarterly Magazine, a publication that serves as a celebration of our ongoing commitment to connection and growth.

This issue reflects on the vibrant second quarter of the year, a period filled with significant developments and heartfelt moments across our Group. We invite you to explore the stories within, from community-building events and professional development initiatives to the celebrations that honor our employees and their families.

As you read through these pages, you will discover the unified spirit that defines The Brydens Group. This edition is a narrative of our collective journey, highlighting how we are not just a collection of companies but a thriving community, growing and connecting together. From the launch of our new Employee Handbook to the various wellness programs and cultural celebrations, this magazine provides a glimpse into the diverse and dynamic life of our organization.

In this issue, you will read about how our teams are demonstrating their resilience and dedication, with key brands outperforming expectations and internal teams focusing on operational excellence. We also celebrate the professional growth of our people and our collective efforts to give back to the communities we serve.

We hope you find this edition to be an insightful and enjoyable read that captures the essence of our shared progress and the strong bonds that connect us all. Thank you for being a part of The Brydens Group family.

Warm regards,



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

**Layout**  
Batchac Art & Design Limited

**Printing**  
DocuCentre Limited

## 4 PERFORMANCE OVERVIEW

## 8 COMPANY EVENTS

## 14 BRAND NEWS

## 22 FEATURED EMPLOYEES

## 30 A SUCCESSFUL QUARTER OF IT TRANSFORMATION AND CONSOLIDATION

## 32 THE SEPROD-ASBH TRANSACTION

## 34 A WINNING COLLABORATION

# CONTENTS

# PERFORMANCE

## OVERVIEW

---

Q2 of the financial year brought strong execution across brands, improvements in internal processes, and steady traction in regional expansion, despite continued foreign exchange pressures and market challenges. The business continues to show resilience, with key brands outperforming and internal teams aligning more deeply on margin protection and operational discipline.

### TRINIDAD

#### A.S. Bryden & Sons (Trinidad)

A.S. Bryden & Sons demonstrated strong execution and resilience in Q2, with key brands outperforming and internal teams focusing on margin protection and operational discipline. Within the Food & Grocery Division, strategic gains were made, with the “**Mudda In Law**” line experiencing 81% month-over-month growth in April. In the same month, **Eve** sardines represented 62% of canned meat sales. The overall Eve canned meat category was up 138% year-to-date compared to the prior year, driven by innovations in tuna and sardines. The newly launched **flavoured condensed milk** in June also delivered strong results, generating \$208,000 in sales. A comprehensive 360° campaign supported the Eve canned fish line, featuring in-store sampling, social media, and influencer engagement. In the Premium Beverage category, **Rude Boy** consistently exceeded budgeted sales, finishing the quarter 52% ahead in June.

Meanwhile, **Prosecco** and **Hennessy** also surpassed their sales targets by 35% and 17%, respectively. The **Diageo** portfolio similarly closed the fiscal half ahead of both budget and the prior year. The Home & Hardware division made significant strides through targeted promotional efforts, with **shower sales** improving and over 30% of January stock depleted by April. A successful **Tent Sale** in May generated \$700,000 by clearing damaged and slow-moving goods. In June, **Speed Queen**, **LG**, and **Whirlpool** all exceeded their budgets, with Speed Queen notably up by 67%. The division also successfully confirmed export orders for Grenada and St. Lucia.

#### Bryden pi (Trinidad)

Despite ongoing challenges such as foreign exchange volatility, supply chain disruptions, and a new government

transition in Trinidad and Tobago, the Bryden pi team remained focused and resilient, delivering strong execution across the board. Following a solid first quarter, the company's Q2 results once again outpaced both budgeted targets and prior-year benchmarks in terms of sales and profitability. This strong performance was primarily driven by three key areas: the Hospital Equipment & Supplies Division, which successfully delivered on several key tenders; the Bpi Guyana operations, which continue to create demand and capitalize on market growth; and strong growth in Export Sales. The regional rollout of the **Café Barista** line contributed significantly to the success of export sales, continuing to win hearts and taste buds across the Caribbean. Although the launch of several private label innovations was delayed due to unforeseen circumstances, the team is actively working to resolve these issues in the upcoming quarter.

### FT Farfan

Q2 proved to be very challenging for FT Farfan's business in Trinidad due to government turbulence, which caused a slowdown in payments and progress as new boards were appointed and reviewed all current contracts. Despite these challenges, the company's private label brands—**Torque**, **Smart Stream**, **Defender**, and **Terra forge**—combined to double their profit compared to last year, with many innovations planned for the rest of the year.

Year-to-date, **JCB** is having an exceptional year, achieving a 44% market share. The company has also made significant progress in its focus to reduce aged inventory and will continue this focus to the end of the year. In Guyana, the business has also faced significant challenges and is currently below budget. Truck competition, driven by aggressive pricing from competitors, has hurt the business, but the company expects improvement in

volumes now that it has a direct relationship with **Shacman**. Additionally, sales have been affected by a tightening of the company's credit policy, aimed at improving the quality of credit it accepts in the market.

On a positive note, the launch of the **S2K Sales Force Automation** system is an exciting development that will drive further intensity around the sales process by integrating the pipeline for better visibility and planning. The warehouse expansion in Guyana is complete, and the office expansion will be finished by the end of August, allowing the company capacity to grow the business further and invest in Guyana's booming economic growth.

#### Micon Marketing

Micon successfully began distributing the **Unilever** portfolio to the entire trade in April. Additionally, several of the company's brands exceeded their budgets and outperformed last year's figures. The Bakery Division continues to exceed expectations while providing best-in-class customer service.

Micon also launched its new **Monello Cat Treats** and anticipates the launch of Dog Treats in the third quarter of 2025. The company has several other exciting projects in

development that are expected to come to fruition by the end of the year, setting the stage for a stellar 2026.

#### GUYANA

##### A.S. Bryden Guyana Inc.

Brydens Guyana continued to gain momentum in Q2. An important milestone was the **Samsung** launch event in April, and the team surpassed its April sales target by 38%. By June, the Guyana operation had secured **Diageo** distribution, confirmed representation for **Colcafe**, **Chocolisto**, and **Ovaltine/Twinings**, and completed racking installations at Diamond DC. Sales in the market continue to trend positively, despite some constraints in stock flow and warehouse space.

Across the business, transformation work progressed, with teams reviewing and restructuring AR and AP processes, and addressing leakages within the F&G division. Collection performance remains a highlight, where the company has moved its collection cycle down by eight days. Inventory levels have also been managed more closely, bringing stock on hand down by 14 days, which has released enough cash to pay down significant debt. Despite these gains, headwinds persist, including tight foreign exchange, freight rates impacting competitiveness (especially for Genie products), and stock shortfalls in key categories such as sugar and



soap, which have affected volumes. While competitive pressure in the RTD space is intensifying and market trends are shifting rapidly, the business is holding firm, supported by strong brand performance, process improvements, and continued regional expansion.

## ICON

Q2 was a very challenging period for ICON. In response, the team refocused and launched an aggressive, all-media marketing campaign, which enabled them to acquire new sales opportunities and improve customer coverage. The company had big wins, including the sale of **15 Shacman trucks** and **five pieces of JCB construction equipment**.

However, challenges were faced due to truck pricing from competitors **FAW** and **SINOTRUCK**, which affected sales. Looking ahead, the company's bond and office expansion is 70% complete, and they plan to participate in Guyana's building and construction expo in Q3. All **Zoomlion** equipment in inventory and on order is set to be retailed.

## ST. VINCENT

### Facey Trading

At Facey St. Vincent, the warehouse expansion and upgrade project is well underway, with 90% completion. The company has finished staff quarters, a wine room, and various other updates, which have doubled its total pallet capacity.

Furthermore, a distribution contract with **Moet and Hennessy** was signed, with distribution expected to begin in the third quarter. Facey also received its first shipments of **Genethics** and **Str8 Vybz**.

The Company also announced several exciting developments as part of its continued growth and expansion efforts. The company nearly doubled its pallet storage capacity, significantly boosting its warehousing capabilities. Construction was also underway for a dedicated wine room and a bonded duty-free facility, demonstrating a strategic investment to support its expanding beverage and alcohol offerings. These physical expansions were complemented by the addition of Viva Water to the company's product portfolio, further diversifying the range and strengthening its market presence in St. Vincent.

## BARBADOS

### Stansfeld Scott

SSB's year-to-date sales are up 6% over H1 2024 and 1.6% over budget. Sales increases were seen across several categories: Spirits were up 8% , Wines up 4% , Brewery up

15% , CHC up 15% , and Snacks saw a significant increase of 41%. Trading profit for H1 2025 is up 72% over the same period last year and 26% over budget. The company successfully transitioned the satellite warehouse from Lears to the Alamac building.

**Wine World** sales were up 2% overall, which is a commendable achievement considering one store was closed for a few weeks due to the Holetown closure. Work on the new Sunset Crest **Wine World** has started, with an expected opening date of September 8th. David Franco's oversight of SSB will conclude on July 31st, with Rakeesh Bernard taking control of all group operations effective August 1st.

## JAMAICA & SAINT LUCIA

### CPI

Caribbean Producers Jamaica Limited faced challenges with its new ERP system, which impacted service delivery and caused fill rates to average 89% throughout May and June. The system has also presented difficulties with receiving, returns/credits, financial analysis, and supply chain visibility. In the broader market, Jamaica's tourist arrivals were down 5% from January to June 2025, which has impacted the hospitality sector.

**Wray & Nephew** inventory has improved, although this had a strong impact on **Str8 Vybz** sales as they locked down major wholesalers. A contract with **Angostura** was signed to cover a wider range of brands, including rum and Chill.

Year-to-date sales were up 5% against budget, with Jamaica up 10% and St. Lucia down 11%.

On a positive note, Saint Lucia is set to launch ERP in September 2025.

# Systane®

GET REAL RELIEF  
WITH OUR  
DRY EYE SOLUTIONS<sup>1-5</sup>



Systane®'s HP-Guar  
formulations adapt  
to your eyes' unique  
needs<sup>6,7</sup>

References: 1. RANGARAJAN - Effects of a Hyaluronic Acid/Hydroxypropyl Guar Artificial Tear Solution (v1.0). J Ocul Pharmacol Ther. 2015. 31 (8):491-49. 2.DAVITT - Efficacy in Patients with Dry Eye After Treatment with a New Lubricant Eye Drop Formulation (v2.0). J Ocul Pharmacol Ther. 2010. 26 (4):347-35. 3. ROLANDO - Protecting the Ocular Surface & Improving the Quality of Life of Dry Eye Patients (v1.1). J Ocul Pharmacol Ther.2009. 25 (3):271-278. 4. CHRISTENSEN - A Comparison of Efficacy Between Systane Ultra and OPTIVE Lubricant Eye Drops (v1.0). Optometry. 2009. 80(6):315. 5. GUILLON - Sustained symptom relief following a single dose of PG/HPG-nanoemulsion - AAOpt poster (v1.0). Poster presented at the American Academy of Optometry Annual Meeting, October 23-26, 2019, Orlando, FL. 6. Silverstein S, Yeu E, Tauber J, Guillon M, Jones L, Galarreta D, Srinivasan S, Manoj V. Symptom Relief Following a Single Dose of Propylene Glycol-Hydroxypropyl Guar Nanoemulsion in Patients with Dry Eye Disease: A Phase IV, Multicenter Trial. Clin Ophthalmol. 2020 Oct 9;14:3167-3177. 7. Springs CL. Novel hydroxypropyl-guar gellable lubricant eye drops for treatment of dry eye. Adv Ther. 2010 Oct;27(10):681-90. doi:10.1007/s12325-010-0052-3.

In the event of any discomfort, consult your doctor - CAR-SYX-2500001

# COMPANY EVENTS

## A Season of Connection and Growth

As the second quarter of the year drew to a close, The Brydens Group once again demonstrated its commitment to its people, its communities, and its continued progress. Across the diverse landscape of our operations, from the vibrant shores of Trinidad to the lush landscapes of Guyana, the months of April, May, and June were filled with moments of celebration, professional development, and heartfelt connection. This period highlighted our Group's unified spirit, even as each country and company celebrated its unique culture and achievements.

### APRIL: A MONTH OF PREPARATION, GRATITUDE, AND WELL-BEING

April began with a focus on our youngest members—the children of our employees—who were preparing for their annual **Secondary Entrance Assessment (SEA)** exams. In Trinidad, our Group Head of Human Resources, **Tiffany Reid**, shared a heartfelt video message of encouragement, reminding our future leaders of the importance of confidence and resilience. This gesture was followed by a unique series of videos featuring our Managing Directors. **Barry Tangwell** shared the importance of staying calm and believing in oneself. **Stephen Welch** encouraged students to enjoy the journey, trust the process, and always do their best. **Andrew Crooks** reminded students that success comes from preparation and self-belief, and that this exam is

just one step in a bigger, brighter future. Their messages highlighted the Group's deep-rooted belief that our employees' families are a vital part of our extended Brydens community.

The spirit of support extended beyond words. At **Bryden pi** in Trinidad, the children of employees sitting the **SEA exams were given book bags and hampers** filled with stationery, toiletries, and snacks to help them prepare. It was a practical and thoughtful way to show our support, ensuring our students had everything they needed to succeed. The collective efforts to cheer on our SEA students across Trinidad showcased a beautiful synergy between our corporate leadership and our individual business units.



The month also brought the joyous **celebration of Easter**. This simple, yet meaningful, occasion was marked by the distribution of Hot Cross Buns to all team members at **A.S. Bryden & Sons, FT Farfan, and Bryden pi** in Trinidad. It was a gesture that promoted a sense of togetherness and marked the beginning of the Easter season. **Micon Marketing** added its own festive touch,



hosting an **Easter Egg Hunt** on April 17, 2025, that brought staff together for a fun, community-building activity. The festive spirit across these companies reminded everyone that even small acts of celebration can strengthen bonds and brighten the workplace.

The month concluded with a moment to honor the quiet heroes of our organizations: our **administrative professionals**. At **A.S. Bryden & Sons**, these dedicated individuals were celebrated with **tokens of gratitude, including goodie bags and TGI Fridays vouchers**. Their contributions are the very backbone of our daily operations, and recognizing them was a testament to our appreciation for their hard work. At **FT Farfan**, **administrative professionals received tokens of appreciation**, while at **Bryden pi**, **admins were given thoughtful hampers** in appreciation of their invaluable support. These celebrations across multiple companies

served as a powerful reminder that the daily dedication of our administrative teams is essential to our success.

April also saw a significant commitment to our employees' long-term well-being at **Bryden pi** in Trinidad. A comprehensive **Retirement Seminar** was held on April 16, 2025, featuring expert presenters from institutions such as NIBTT, TTARP, and the Ministry of Health: Nutrition and Metabolism Division. The seminar covered crucial topics, from managing retirement savings and understanding pension plans to having multiple streams of income, as well as navigating nutrition and healthcare options, providing practical guidance to ensure our older staff members feel confident and prepared for the next chapter of their lives. This initiative demonstrated our proactive approach to supporting our employees at every stage of their career journey. Finally, in celebration of **World Earth Day** on April 22, 2025, **each employee at Bryden pi received a small plant**, and additional plants were placed around the various compounds to help beautify the environment.



#### **MAY: HONORING HERITAGE, FAMILY, AND PROGRESS**

May was a month dedicated to honoring the strength, dedication, and cultural richness within The Brydens Group. The month began with the **celebration of Mother's Day**, a time to show appreciation for the amazing moms across our organization. At **A.S. Bryden & Sons**, the company proudly honored mothers who balance work and home with incredible strength. At **FT Farfan**, the incredible moms were also celebrated





with special tokens of appreciation. **Bryden pi** went a step further, gifting all mothers with personalized scented candles and curated hampers, creating a truly special and personal moment for each recipient. **Micon Marketing** also showed their appreciation with a special token for all the mothers on their team. These celebrations were a tribute to the inspiring women who are an integral part of our success.

A significant milestone was achieved in May with the official launch of **The Brydens Group Employee Handbook**, now conveniently accessible on Bamboo HR. This new resource provides helpful guidance on workplace policies, procedures, and culture, empowering all staff to stay informed and aligned with our corporate values. The launch of the handbook was a key step in our ongoing effort to enhance transparency and improve the employee experience across the Group.

The spirit of cultural celebration was also at the forefront in May. In Trinidad, our employees at **A.S. Bryden & Sons** and **Bryden pi** celebrated **Indian Arrival Day** by proudly dressing in traditional Indian wear. This vibrant display of heritage was a respectful and joyous tribute to history, celebrating the rich diversity that makes our organization so unique. This beautiful showcase of culture reinforced our commitment to creating an inclusive environment where every employee can feel a sense of pride in their heritage.

#### **JUNE: CULTIVATING WELLNESS, COMPETITION, AND COMMUNITY**

June was a month of dynamic activity, marked by events that focused on health, friendly competition, and community building. We proudly recognized the dads across our Group for their hard work and dedication in celebration of Father's Day. At **A.S. Bryden & Sons**, the company created an **engaging interview-style video where dads shared their fondest memories of fatherhood**. The video offered touching insights and a few laughs, providing a heartfelt tribute to the fathers within our organization. At **Bryden pi**, **fathers received personalized keychains** with their names and curated hampers, while at **FT Farfan**, dads were presented with special tokens of appreciation. **Micon Marketing hosted a fun All Fours Tournament** on June 18, 2025, to celebrate fathers, showcasing a unique blend of camaraderie and competition. These events across the different companies and countries demonstrated a unified approach to

recognizing the important role of fathers within The Brydens Group family.

Health and wellness were a key theme in June. **Bryden Pi in Trinidad and Jamaica's CPJ** held events to promote physical well-being. **Bryden pi** shared a series of internal video presentations featuring male staff members who spoke candidly about overcoming serious health challenges. Their stories served as a powerful reminder for men to prioritize their health and be proactive with check-ups. In Jamaica, **CPJ** hosted a **Health Care Seminar presented by Donna Davidson, a Functional Medicine Certified Health Coach**. The seminar was designed to help employees navigate stress, covering topics like the biology of stress, self-regulation, and strategies to move from fatigue to focus. In **St. Lucia**, **CPJ** participated in the **National Sneaker Day** initiative to promote physical activity and raise awareness about non-communicable diseases. These initiatives across the Group highlighted our holistic approach to employee well-being, focusing on both physical and mental health.

The spirit of community was also vibrant in June. In **St. Vincent**, **Facey Trading** enhanced its work environment with newly upgraded lighting fixtures in its warehouse, improving visibility and creating a safer, more efficient space for the team. The company also **hosted its first staff social event at the newly constructed cafeteria**, a milestone that celebrated its continued investment in employee engagement and well-being. In **Barbados**, **Stansfeld Scott and the Wine World Social Club** hosted a **thrilling Scavenger Hunt** from Graeme Hall to Oistins, providing a fun, team-building activity that showcased the beauty of the island. At **Bryden pi in Trinidad**, teams **faced off in a "Curry Duck Cook Off,"** a village-themed culinary competition that included singing and skits, proving that our teams are not only talented professionals but also creative competitors.

June also saw significant milestones in **St. Lucia**. **CPJ St. Lucia** welcomed seven second-year Business Studies students from **Sir Arthur Lewis Community College** for a three-month internship, helping them enhance their professional skills and career readiness. The company also launched an internal video reiterating its mission to be the island's food supplier of choice and announced its first-ever employee recognition program, a testament to its commitment to acknowledging outstanding contributions. **The first Quarterly Awards Ceremony** was held, where





six outstanding staff members were recognized for their achievements. Finally, in **Guyana, Bryden pi celebrated Emancipation Day** with cultural wear, cultivating a sense of pride in our shared heritage.

As we look back on the events of April, May, and June, it is clear that The Brydens Group is more than just a collection of companies; it is a vibrant community united by shared values. From celebrating our families and cultural traditions to investing in the professional growth and well-being of our teams, this quarter has been a powerful demonstration of our commitment to our people. The events detailed here are not just a list of activities but a narrative of a Group that is growing, connecting, and thriving together.





# BRAND NEWS

## Connecting our Brands with Caribbean Consumers

### TRINIDAD

#### A.S. BRYDEN & SONS TRINIDAD

The **Food & Grocery Division** of A.S. Bryden & Sons Trinidad (ASB) celebrated its global partnership with Oreo by hosting an exclusive launch event for A Minecraft Movie in April. This event offered a unique experience for local fans, allowing them to immerse themselves in a world of creativity with interactive photo opportunities, **Minecraft** gameplay, and face painting. Guests enjoyed a private screening of the film, where the playful nature of **Oreo** blended seamlessly with the imaginative world of **Minecraft**.

In the **Home & Hardware Division**, several successful promotions were held. At various Xtra Food locations, promotions for **Volteck** LED bulbs received positive feedback, with consumers appreciating their affordability and energy-saving benefits. These promotions, which offered customers a chance to win prizes, were supported by signage at key locations like JTA Carlton Centre, Xtra Food Grand Bazaar, and JTA Couva. A Father's Day promotion at Ramlagan's featured **Triton**, **Volteck**, **Emtop**, and **Truper**. Customers who purchased **DeWalt** and **Black & Decker** tools during this event had the opportunity to enter a grand prize draw. The **Triton** team also installed new branding at Home Expo and CP's Plumbing Hardware and conducted a sales training session at Ramlagan's to educate staff on the technical specifications of their faucets. Meanwhile, **Truper** sponsored the "DAD BEATS" Father's Day promotion on 95 The Ultimate 1 Radio Station, offering listeners a chance to win a **Truper** hamper. The **Truper** brand also executed signage at several hardware stores, including Allambie's Hardware, St. James, and KA Yadali and Sons.

The **Premium Beverages** Wines Team, in partnership with Bottles & Bites, hosted a "Let it Sparkle! Wine Tasting Event" on May 1st, 2025. Guests were welcomed with a French 75 cocktail made with **Veuve du Vernay Sparkling Brut** before enjoying a curated four-course meal paired with sparkling selections like **Da Luca Prosecco**, **Mionetto Prosecco Rosé**, **Santa Margherita Prosecco DOCG**, and **Canti Asti DOCG**. Beringer Main & Vine Wines also teamed up with Rizzoni's to launch "A Glass of Good Times





– All You Can Eat Pizza Edition” on May 28th, 2025. This promotion, which ran from June through August, allowing guests to enjoy unlimited gourmet pizzas and two expertly paired glasses of **Main & Vine Wines**. The wine options included bold Cabernet Sauvignon, crisp Pinot Grigio, and sweet Pink and Red Moscatos. Additionally, **Blu Giovello Prosecco** was the featured prosecco at the R&B Brunch Festival on May 10th.

Moët Hennessy hosted an intimate **Eminente** tasting and private sale at Vintage Imports on June 5th, 2025. The event, attended by approximately 20 guests, including the Cuban Ambassador to Trinidad & Tobago, began with a signature **Eminente Ambar Claro** cocktail and continued with a guided tasting of three expressions: **Ambar Claro**, **Reserva**, and **Gran Reserva**. In the lead-up to Father’s Day, the **Glenmorangie** team visited the Bryden’s Head office and three barbershops to interview fathers and offer them samples of **Glenmorangie Original**. The **Hennessy** community bar promotions launched in May, visiting several bars across Trinidad and Tobago where customers could win merchandise and sample cocktails.



**Stone's Ginger Wine** had successful activations in Tobago in June, including supermarket promotions and a beach bonfire night in Castara. **Maison Perrier** hosted a vibrant sampling activation at The Shelter Charity Golf Tournament, offering refreshing beverages to attendees. **Black & White Scotch** returned to key bar outlets with a "purchase and win" campaign and a specially crafted **Black & White Whisky Sour**, reinforcing its brand presence in the on-trade channel.

#### BRYDEN PI TRINIDAD

Bryden pi partnered with **Alcon** to support the professional development of regional ophthalmologists by sponsoring their attendance at the Dry Eye Bootcamp in Panama in May 2025. This initiative allowed ophthalmologists from Trinidad and Tobago and Jamaica to engage in two days of intensive training focused on the latest diagnostics and treatment strategies for Dry Eye Disease.

#### FT FARFAN (TRINIDAD)

In the ALG Division, FT Farfan hosted Philip Meyers, **Swingtec's** LATAM Sales Agent, who conducted valuable training sessions for sales representatives and technicians from May 12th to 14th. FT Farfan's ALG Division also handed over **TerraForge** semi-automatic rice transplanting machines to the Ministry of Agriculture, Lands and Fisheries in May. These machines are expected to dramatically economize labor and increase productivity for local rice farmers.

The CPS Division's **Pedrollo** Plumbers' Seminars were held in June in Tobago and Macoya, attracting over eighty plumbers despite adverse weather. The seminars, which featured Paolo Rossy, **Pedrollo's** Area Manager, highlighted that the company offers a pump solution for every application and showcased the **DG Ped** display unit, noted for its low-noise and compact design. FT Farfan also launched its Plumber's Loyalty Programme in May, which rewards plumbers with a free **Smart Stream** or **Pedrollo** jet water pump after purchasing ten of either brand.





The STIHL Division hosted a gathering of thirty key STIHL partners in May, which focused on new products like barrel sprayers and secateurs. The STIHL team also demonstrated its commitment to social responsibility by donating a STIHL MSA 160T battery-powered chainsaw to the Asa Wright Nature Centre. The annual STIHL Free Service Day Programme kicked off in June, with events in San Juan and San Fernando, where customers received free service for their units and enjoyed games and giveaways. For Father's Day, the STIHL Team provided demonstrations and expert advice at Courts Point Fortin and Megastore locations.



In commemoration of Father's Day, FT Farfan hosted two online giveaways, offering a chance to win a \$1000 gift certificate redeemable for premium tools from top brands like Milwaukee, DeWalt, and Stanley. Throughout June, the company also ran exclusive specials on these brands. FT Farfan's service technicians also received specialized training on lithium-powered equipment led by a Linde representative, in preparation for the arrival of new electric Linde forklifts.



**Castrol** kicked off the quarter with the return of Gridkhana Night at the Frankie Boodram Wallerfield International Raceway in April. From May to June, **the brand** launched a series of mobile roadshow activations called **Castrol Caravans** at key retail outlets, offering product education and giveaways. One of **Castrol's** biggest consumer promotions of the year, "Shop, Scratch & Win," launched in May, giving customers a scratch card with every qualifying purchase for a chance to win prizes. **Mutlu Battery** began building anticipation for its "Road Trip & Treasure Hunt" campaign in June through radio spots and a partnership with the Trinidad & Tobago Automobile Association.

## MICON MARKETING

**Endura Malt** was featured in Massy's June Father's Day promotion with a special price and was supported by additional facings, signage, and a social media blitz. Sampling sessions for the recently launched chilled **Endura Malt** cans were also executed. Micon also ran a **Supligen** sampling and redemption promotion nationwide, where customers could sample flavors and participate in an instant redemption to win premiums. **Welch's** launched its Zero Sugar range in May with nationwide digital billboards, press ads, and social media promotion.

## BARBADOS

### STANSFELD SCOTT BARBADOS INC

The Shop Sector Team at Stansfeld Scott Barbados Inc. had a standout month in June, exceeding its internal targets for **Highland Spring Water**. In Consumer Goods, the company sponsored the Inter-Gym Body Building Competition in June, featuring several brands. The Specialty Department sponsored Sunset Soca Lime with **Stone Ginger Wine** and Topsy Day with **Diamond Reserve**.

The Wines & Spirits team collaborated on a "Sip & Win Road to Crop Over Promo" featuring **Stone's Ginger Wine**, **Lamothe Parrot**, **Banrock Station Wines**, **Cavicchioli 1928 Prosecco**, and **Stade's Rum**. The Team also held a "Let Mom Sparkle" promotion for Mother's Day, giving consumers a chance to win a facial and makeover with every purchase of **Cavicchioli 1928 Prosecco** and **Banrock Station**. Additionally, **Tusk** and **Wine World** teamed up for by-the-bottle and by-the-glass specials on **Cavicchioli 1928 Prosecco**.

## ST. VINCENT

### FACEY TRADING SVG

In April, Facey Trading concluded the **Busta/Turbo** Promotion, and three winners received prizes, including a brand-new PlayStation 5, an Apple Watch, and a



Nintendo Switch Lite. The new brand **STR8 Vybz** was officially added to the portfolio, an announcement made by Prime Minister Dr. Ralph Gonsalves and General Manager Mr. Harry Gibson. In May, **Orchard** rebranded its juice range, and **PartyMix** was renamed to **The Mix**. The confectionery portfolio also expanded with the introduction of three new cookies. For Mother's Day, a **Charles Chocolates** special promotion was launched, offering two chocolate bars in a limited-edition gift box. In June, **ABIL** and **America Fresh** continued their banded specials whilst Nestlé conducted sampling of **Nature's Heart Milk** at Befit gym and Peppakorn Supermarket. Facey Trading also held a Carnival event ticket giveaway promotion featuring **Supligen** and **Simply Natural** brands. **Rude Boy** sponsored the "3X D Bacchanal" radio segment and the "Rude Gyal Posse" event.



## SAINT LUCIA

### CPJ ST. LUCIA

In April, CPJ St. Lucia partnered with The Landings Resort for a brand activation featuring **Jack Daniel's** and **Josh Wines**, introducing **Josh Hearth** and **Seaswept**. The private tasting generated positive feedback and sales leads. In May, CPJ St. Lucia served as a sponsor of the St. Lucia Jazz & Arts Festival, showcasing **Disaronno** and **Jack Daniel's**. In June, CPJ St. Lucia was a Gold Sponsor at Sandals' Employee Recognition Day, where the company showcased **Fireball Whiskey** and a "Taste of CPJ," a culinary experience featuring dishes made with CPJ products.

## JAMAICA

### CPJ JAMAICA

CPJ hosted a "Discover Premium" experience at the Jamaica Observer Food Awards. In spirits, **Jack Daniel's** sponsored the Bryan McKnight Concert and a Father's Day event. **Jack Daniel's** also sponsored the Dominio Tournament. The Wines Team celebrated Argentina Day with **Chandon**. Both **Chandon** and **Yellow Tail** brought fizz and flavor to Jamaica Carnival, while **Laurent Perrier** added a layer of sophistication to Broken Plate's atmosphere. **Chandon's** Open House Fridays continue to elevate end-of-week gatherings, and **Mionetto** brought its signature Italian sparkle to The Carters Event.

## GUYANA

The ICON company had specials on **JCB** and **Shacman** bringing focus to these 2 brands throughout the quarter.



In **Bpi Guyana**, **APOTEX** was the exclusive sponsor of the 2025 Georgetown Public Hospital Corporation Cardiology Symposium held in May, an initiative that **brought focus** to the company's commitment to advancing healthcare and medical knowledge in Guyana. On May 17th, 2025, **Jamieson** sponsored the 6th Annual Influential Women's Awards, celebrating the achievements of women who inspire and lead. As a champion for women's health, **Jamieson's** support highlights its ongoing commitment to empowering women and promoting wellness and leadership. On May 24th, 2025, **Mead Johnson Nutrition** celebrated Nurses Week, honoring the dedication of nurses and reinforcing its mission to support healthcare professionals. Lastly, the **Himalaya** brand held its internal launch in June 2025.

# GLENMORANGIE

SINGLE MALT SCOTCH WHISKY





**RUDE  
BOY<sup>®</sup>**  
**POWAH  
STOUT**

**#FEEL DI  
POWAH**

# FEATURED EMPLOYEES



"One of my long-term goals is to maintain a high level of physical fitness and a healthy lifestyle as I grow older. I believe that personal well-being is foundational to long-term professional success"

**DENIELLE QUANCHAN**  
Senior Merchandiser - ASB

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

I appreciate the continuous learning opportunities. There is always something new to master, and I value the chance to grow both technically and personally.

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

One of my long-term goals is to maintain a high level of physical fitness and a healthy lifestyle as I grow older. I believe that personal well-being is foundational to long-term professional success.

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

Outside of work, I enjoy reading, hiking, and shopping. These activities help me recharge and maintain a balanced lifestyle.

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

A standout moment in my career was being promoted to Senior Merchandiser. After three prior attempts, achieving the position on my fourth try was incredibly rewarding and reinforced my commitment to perseverance and growth.

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

I enjoy spending quality time with my family, especially at the beach. I also love traveling and meeting new people. Basically experiences that broaden my perspective and bring joy.

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

I come from a large, close knit, and ethnically diverse family. They've always been a source of inspiration to me. As a parent, I strive to set a strong example for my son, as well as for my nieces and nephews.

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

One of my proudest achievements was seeing my son successfully pass all his CXC subjects. Accomplishing this as a single parent makes the moment even more meaningful.

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

I'm driven by growth, the desire to continually improve, learn new things, and evolve both personally and professionally.

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

I believe in establishing healthy boundaries while remaining flexible. I do my best to meet deadlines and support my team whenever needed, while also ensuring I make time for myself and my family.

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

I aim to continue strengthening my supervisory skills and further develop in my role as a Senior Merchandiser. I hope to inspire and support my peers in becoming strong, collaborative team players.



"I'm thorn between quiet time outdoors at the beach or green spaces and spinning."

**JACKIE GITTENS**

HSSE, Facilities and Maintenance Manager - Bpi

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

I was the Captain of an inter-company wind ball cricket team and my nickname during tournaments was the "Energizer Bunny", because I had so much energy and loved the game I would substitute on other teams when they were short.

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

To be part of the energy shift to renewables, involvement in the design and construction of self-sustaining buildings and other strategic environmental sustainability initiatives, locally and internationally..

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

I'm thorn between quiet time outdoors at the beach or green spaces and spinning.

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

Understanding and seeing the impact of executing a task. This can range from seeing happy and satisfied employees, helping members of the public or returns on investments.

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

Job titles do not affect normal engagement across the levels of the org structure. You can approach any member of the executive on any day once available, for advice or mentorship.



"I love working with my hands - whether it's working on my vehicle, doing repairs around the house or in the garden with my plants."

**TIM NAGEE**

Sales Supervisor - Parts - FTF

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

I love working with my hands - whether it's working on my vehicle, doing repairs around the house or in the garden with my plants.

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

Financial freedom and to live a comfortable and stress free life.

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

Going on trips with my wife; spending time with friends and family; working on small projects around the house.

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

Working with and mentoring younger staff members, and seeing them develop professionally and as individuals.

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

Some of the brands we represent. I am proud of what we as an organization have accomplished and look forward to the road ahead!



"Problem-solving is my favorite part of the job because it keeps me thinking, engaged and directly impacts team productivity."

**BERNARD SCIPIO**

Production Manager - Micon

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

I was a professional rugby player and I played for Trinidad and Tobago's National Team! I still actively play in the over-35 category.

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

I'm working towards purchasing my first home and helping my daughter earn her degree, supporting her education is one of my biggest personal goals.

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

I find peace in drawing, painting, cooking and recreational rugby.

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

Problem-solving is my favorite part of the job because it keeps me thinking, engaged and directly impacts team productivity.

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

I'm proud to work for a company that values quality and helps put safe, reliable food on family tables.



"I once swam with sharks and lived to tell the tale which shows I thrive in daring situations."

**SUNITA ISURDEEN**

Brand Manager - Bpi Guyana

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

I once swam with sharks and lived to tell the tale which shows I thrive in daring situations.

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

Every day I strive to become a better version of myself growing personally professionally and creatively with passion and dedication.

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

I love painting designing and decorating transforming spaces and ideas visually which fuels my creativity and brings me joy.

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

Having my own creative workspace and the chance to bring fresh ideas to life motivates me every single day.

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

The team's passion drive and collaborative spirit inspire me constantly and together we achieve bold ideas with genuine support.



"Problem-solving is my favorite part of the job because it keeps me thinking, engaged and directly impacts team productivity."

**KIMBERLEE ROSE**

Brand Associate - Spirits - CPJ Jamaica

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

Fun fact about me is that I love a good puzzle.

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

Working toward becoming more intentional with personal growth.

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

My favourite creative outlet is painting or colouring.

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

The opportunity to grow by exploring and adapting to new and evolving environments.

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

I'm proud to be part of an organization that genuinely lives its values, supports its people, and creates real impact.



"I'm proud to be a part of CPJ because of the family-like culture of the organization and the fact that hard work is recognized and appreciated."

**MELISSA LAWRENCE**

Sales Representative - CPJ Jamaica

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

I love to host and entertain friends and family.

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

To continuously deliver exceptional customer service and be recognized among the best throughout the trade.

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

Traveling and exploring new places .

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

The fact that every day poses new challenges, no two months are the same! It gives a very good sense of purpose and accomplishment, especially knowing at the end of these challenges our customers' needs and expectations are met and exceeded.

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

I'm proud to be a part of CPJ because of the family-like culture of the organization and the fact that hard work is recognized and appreciated.



“Building relationships with clients and seeing the positive impact of solutions we create together is truly rewarding.”

**NIXANN BERNARD**

Corporate Sales Executive - CPJ Jamaica

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

I am an only child for both mom and dad.

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

I'm working on growing in my career while creating financial freedom and stability for my kids' future.

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

Cooking and trying out new recipes — I love seeing the joy good food brings to family and friends.

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

Building relationships with clients and seeing the positive impact of solutions we create together is truly rewarding.

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

I'm proud that we genuinely help clients solve challenges — nothing beats seeing them happy with the right solution.



“I enjoy creating beauty content and spending time outdoors with loved ones.”

**JADA DUBLIN**

ABIL Brand Supervisor - Facey Trading SVG

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

I'm also a certified makeup artist and a Caribbean lifestyle and beauty content creator in my free time.

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

I aspire to contribute meaningfully to the company's success while staying grounded in faith and personal growth. I'm undertaking studies, building my beauty brand, and working toward a healthier, more active lifestyle all part of becoming my best self.

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

I enjoy creating beauty content and spending time outdoors with loved ones. It helps me stay inspired and balanced.

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

I love developing strategies that help our brands grow and seeing the impact they make in the market.

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

The strong team spirit and commitment to excellence make Facey feel like home.



"A fun fact about me is that I'm actually a pretty good singer. I've been singing for years, and I've even performed a few times in small venues and events. "

**CHARLOTTE ALEXANDER**

Wine & Spirits Executive - CPJ St. Lucia

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

A fun fact about me is that I'm actually a pretty good singer. I've been singing for years, and I've even performed a few times in small venues and events. It's something I really enjoy outside of work and funny enough, it's helped me with things like public speaking, presence, and being comfortable in front of a crowd, which definitely comes in handy in this industry.

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

One personal goal I'm really focused on is purchasing a property that I can one day pass down to my son. It's important to me to build something lasting, not just for myself, but for him. I see it as a way to create stability and leave a legacy, and it's something I've been planning and working toward carefully over time.

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

Traveling is my favorite hobby. I love experiencing different cultures, meeting people from all walks of life, and seeing how traditions, food, and ways of living vary around the world. It's always inspiring and really broadens my perspective.

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

My favorite part of the job is building strong relationships with both existing and new customers. I really enjoy getting to know people in the industry, understanding their different needs and preferences when they pertain to wines and spirits and helping them find proper solutions that truly add value to their organization. Over time, those connections often evolve into trusted partnerships, which I find incredibly rewarding both professionally and personally.

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

What makes me proud to work here at CPJ St. Lucia, is the company's genuine commitment to putting the customer first. In this industry, strong service and trust are everything, and I respect how this organization prioritizes all our customer needs and relationships. It shows in the way we engage with all our clients, respond to challenges, and go the extra mile and that's the kind of culture I'm proud to be part of.



"I love taking very long walks, the longest so far would be 12km."

**ISAIAH RAMAN**

Customer Service Representative (CSR) - ICON

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

I love taking very long walks, the longest so far would be 12km.

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

A personal goal is purchasing a Nikon Z 7ii digital camera.

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

Photography would be my favorite hobby/creative outlet, something about capturing meaningful moments makes me happy.

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

The machines are my favorite part of the job. They are just incredibly cool, especially excavators.

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

One of the aspects that makes me proud to work here would be the amount of unique people I have met here, they help make the job easier.



"Being a good role model to my kids and my family knowing I always have their back also."

**ROSS INNISS**

Warehouse Manager - SSB

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

My team conquering the challenges we face every day in operations while exceeding the expectations of both our internal and external customers.

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

To become a director of a business.

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

I enjoy a good party/fete/lime, gaming, lighting and most things car related.

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

The transition I had going from a salesman to a warehouse manager, which showed me how in reality we never truly stop using the tactics learned as salespeople and how vital these tactics are.

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

Gaming, liming with friends.

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

I am a husband and a father, I have a 10-year-old daughter and a 2-month-old son, I started my working life as a stage lighting technician, after which my family got a little supermarket which I ran for about 10 years. I then came to SSB as a shop sector salesman and was then promoted to warehouse manager.

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

Becoming a father. Being promoted to warehouse manager. Implementing a system that drastically reduced our delivery errors.

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

Growth and my Family, in life it is necessary to not become stagnant, we should reflect, recognize our downfalls and in turn do things to trigger growth. Being a good role model to my kids and my family knowing I always have their back also.

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

Some days/weeks will be more intensive, so it is not always great, but I make sure to have some family time most weeknights after work and weekends are reserved for anything my family wants to do.

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

Learning the best ways possible in operating a distribution business. Further developing my organizational and managerial skills.

# A SUCCESSFUL QUARTER OF IT TRANSFORMATION AND CONSOLIDATION

The Group IT team achieved significant milestones in Q2, focusing on strategic consolidation, cost savings, and laying the groundwork for key future initiatives. This quarter was defined by a successful transition to a new AS/400 server, preparation for a new warehouse system, and the initial deployment of a new ERP system.

## **COST SAVINGS AND CONSOLIDATION WITH THE NEW AS/400 SERVER**

A major achievement was the procurement and transition to a new AS/400 server. This project delivered on the key objective of consolidation and cost savings. By replacing the older, less efficient hardware, the team has reduced maintenance costs and streamlined operations. This move not only provided a more powerful and reliable platform but also marked the first successful transition of several company operations to the new server. This smooth migration sets a precedent for future consolidations and demonstrates the team's ability to manage complex technical projects with minimal disruption.

## **PREPARING FOR A NEW WAREHOUSE AND ERP SYSTEM**

In addition to the server migration, the IT team dedicated considerable effort to preparing the Group for two major projects: the implementation of a new warehouse management system and the deployment of a new Enterprise Resource Planning (ERP) system in CPJ St Lucia. This preparatory work is crucial for the success of both initiatives. The team has been actively involved in assessing system requirements, defining data migration strategies, and ensuring the necessary network and hardware infrastructure is in place. Their

proactive approach in this phase is vital for a seamless transition in the upcoming quarters.

The deployment of the S2K ERP System at CPJ St Lucia began in Q2, with the team focusing on initial configurations and system testing. The methodical, phased rollout ensures that the new system aligns with the company's business processes and provides a stable foundation for future modules and expansions. This careful planning and execution will minimize risks and facilitate a successful company-wide adoption.



# AFTER WORK YOGA

WITH

# TOSH



# THE SEPROD-ASBH TRANSACTION:

## An Educational Overview

---

The recent transaction in May 2025 which Seprod Limited increased its stake in its subsidiary, A.S. Bryden & Sons Holdings Limited (ASBH), provides a practical case study in corporate finance. The event offers a clear look at the mechanics of a take-over bid, the concept of over-subscription, and the critical role of pro-rata allocation.

### THE TAKE-OVER BID: WHAT WAS IT?

A **take-over bid** is a public offer made by an acquiring company to the shareholders of a target company to buy their shares, typically to gain a controlling interest. In this instance, Seprod, which already held a majority stake, made an offer to acquire an additional **447,491,012** ordinary shares of ASBH. This move was a strategic effort to increase their ownership from 50.14% to a solid **80.00%**, strengthening their control and paving the way for closer integration and value creation between the two companies.

### OVER-SUBSCRIPTION AND THE NEED FOR FAIRNESS

The offer was met with an enthusiastic response from ASBH shareholders, who tendered approximately **465,483,003** shares. This amount was more than Seprod had sought to acquire, a situation known as **over-subscription**. When this occurs, the acquiring company cannot simply accept all the shares offered. To ensure a fair and equitable outcome for all shareholders who participated, the company must apply a method of proportional distribution. This is where the concept of pro-rata allocation becomes essential.

### PRO-RATA ALLOCATION: A LESSON IN PROPORTIONALITY

The term **pro-rata** is Latin for "in proportion." It is a principle used to ensure that a limited quantity is distributed fairly among a group. In this transaction, Seprod applied a pro-rata allocation of **96.13%**. This percentage was determined by a simple but crucial calculation:

### Pro-Rata Allocation =

$$\frac{\text{Total shares tendered}}{\text{Shares Seprod sought to acquire}} \times 100\%$$

### Pro-Rata Allocation =

$$\frac{465,483,003}{447,491,012} \times 100\% \approx 96.13\%$$

This meant that every ASBH shareholder who tendered their shares **had** approximately 96.13% of those shares accepted by Seprod. The remaining shares were returned. The use of this method ensured that all participating shareholders were treated proportionately, without favouritism.

### CONCLUSION: A FOUNDATION FOR THE FUTURE

In sum, the Seprod-ASBH transaction served as a textbook example of a corporate take-over bid. It demonstrated how a strategic acquisition can be executed to consolidate ownership and align business objectives. The over-subscription of the offer and the subsequent application of a pro-rata allocation not only highlighted the strong market confidence in the transaction but also showcased a critical mechanism for ensuring fairness and equity among all participating shareholders. Ultimately, this successful bid solidified Seprod's controlling stake in ASBH, creating a strong foundation for future growth and enhanced value creation for all stakeholders.

**contigo®**



Leak-Free, Fuss-Free.  
**Back-to-School Ready!**



**13oz Aubrey  
Stainless Steel**



**14oz Casey**



**14oz Jessie**



**20oz Aubrey**



# A WINNING COLLABORATION:

## The Brydens Group and Jereem Richards Fuel T&T's CARIFTA Dreams

The spirit of Caribbean athletics ignited in Trinidad and Tobago once again, as the twin-island nation hosted the 2025 CARIFTA Games from April 19-21 at the Hasely Crawford Stadium. In a powerful demonstration of corporate social responsibility and national pride, The Brydens Group teamed up with Trinidad and Tobago's track and field icon, Jereem "The Dream" Richards, to provide crucial support to the nation's young athletes.

This collaboration wasn't just a sponsorship; it was a reflection of the shared vision of The Brydens Group and Jereem Richards: to nurture the next generation of Caribbean sporting legends. Having been signed as a corporate brand ambassador for The Brydens Group in mid-2024, Richards extended this partnership to directly benefit the athletes who would represent the red, black, and white on the regional stage.

"I've been where these athletes are, and I wanted to provide them with something that I didn't necessarily have when I was coming through the ranks," Richards said in a media release. This heartfelt sentiment highlighted the personal connection he felt to the young competitors, many of whom looked up to him as a role model. The initiative, which saw the handover of care packages to the 78-member CARIFTA team, was designed to give the athletes a personal boost ahead of the high-stakes competition.

The care packages, supported by a number of Brydens' key brands including Suppligen, No More, CeraVe, Kotex, Himalaya, Brut, and Ammens, were more than just a collection of products. They were a tangible show of

support, a reminder to each athlete that their nation and its corporate partners were invested in their success. The packages included essential items such as yoga mats, sports towels, and various toiletries, providing the young competitors with the tools they needed to perform at their best and feel their best.

Scott Franco, Head of Shared Services & Special Projects at The Brydens Group, highlighted the synergy between the company's and the athletes' aspirations. "This was a no-brainer for us because like these athletes we too have regional and international aspirations," he stated. "Their dreams and journey reflect our own, and we were excited to continue our partnership with Jereem by extending support to the national athletes who would don the red, black and white to compete at CARIFTA 2025."

This collaborative effort aligned perfectly with The Brydens Group's broader commitment to driving business and leaving a lasting positive legacy in the community. By investing in the nation's youth and supporting athletic excellence, the company contributed to the development of well-rounded individuals who will not only represent Trinidad and Tobago on the world stage but also inspire future generations.

As the athletes prepared to compete against the best in the Caribbean, they did so with the knowledge that they had the backing of a national icon and a committed corporate partner. The Brydens Group and Jereem Richards set a powerful example of how collaboration can uplift and empower, proving that when a community unites behind its youth, the possibilities are limitless.

**A NEW WAY TO  
SWEETEN TRADITION  
IS FINALLY HERE**



# CINNAMON VANILLA NUTMEG



*Serving Up Smiles*





# Uncork Extraordinary with the new Rosé

[santamargherita.com](http://santamargherita.com)

