

BRYDENS GROUP

Q U A R T E R L Y

EDITOR'S NOTE

PERFORMANCE OVERVIEW

EMPLOYEE ENGAGEMENT & WELFARE

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THE HEART OF THE MACHINE:
UNDERSTANDING THE VA1/S2K IT PHILOSOPHY

FROM THE DESK OF THE HEAD OF IT

FIFTEEN YEARS OF EXCELLENCE:
THE NAUGHTY GRAPE UNVEILS ITS NEW FLAGSHIP ON THE AVENUE

ENTERGERMINA
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THE WORK YOU DON'T SEE:
A DAY IN THE LIFE OF FT FARFAN SERVICE TECHNICIANS

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EDITOR'S NOTE

Dear Readers,

This Q4 edition of The Brydens Group Quarterly Magazine captures a season of remarkable transition, where strategic grit met the festive spirit of our regional operations. In this issue, we take you behind the scenes to show how our teams navigated a complex economic landscape with agility and discipline. From record-breaking industrial sales to the expansion of our food and grocery portfolios, these pages reflect a Group that is not only growing but fundamentally strengthening its structural foundations for the years ahead.

Beyond the numbers, this edition celebrates the "heart" of our organization—our people. You will find highlights of our vibrant culture in action, from cultural celebrations and health awareness initiatives to team-building retreats and community outreach projects that touched lives across the archipelago. We also dive into our commitment to professional excellence, showcasing how we are leading the way in operational innovation and creating world-class luxury experiences for our customers.

As we close out the year, this magazine serves as a reflection of the collective power of The Brydens Group. We invite you to explore the stories of resilience, creativity, and community that defined our final quarter. It is a look back at our recent wins and, more importantly, a look forward at the momentum we are carrying into the future. Enjoy the read.

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

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NAVIGATING A DYNAMIC LANDSCAPE: THE BRYDENS GROUP Q4 2025 PERFORMANCE OVERVIEW

The final quarter of 2025 represented a period of significant strategic resilience for The Brydens Group, characterized by a disciplined approach to navigating foreign currency constraints and shifting market dynamics. From October through December, the Group maintained a steady focus on operational excellence and structural improvements, ensuring that the year concluded with measurable progress across its diverse regional portfolio. By balancing aggressive commercial execution with tight cost controls, the organization successfully mitigated the impact of seasonal volatility and global supply chain disruptions, entering the new year with a strengthened competitive position and a clear trajectory for sustainable growth.

TRINIDAD

In Trinidad, A.S. Bryden & Sons demonstrated remarkable agility across its various divisions. The Food and Grocery portfolio saw the successful expansion of brands like Ovaltine and Twinings into over 300 retail locations, complemented by the innovative launch of Eve 330ml screw-cap evaporated milk. While the Premium Beverage division navigated a complex landscape—achieving record sales for Rude Boy while simultaneously adjusting to a significant government duty increase on spirits—the team remained proactive in recalibrating pricing and investment to protect margins. Parallel to this, the Home and Hardware division sustained momentum through high demand for major

appliance brands like Speed Queen and Whirlpool, while obtaining vital industrial laundry orders that signal a strong outlook for the coming year.

A standout contributor to the Group's quarterly success was Bryden pi, which delivered an exceptional performance that pushed year-end sales to milestone levels. The Health Care and Hospital Equipment Services (HES) team achieved a major win by landing a significant NWRHA tender, while the Alcon Surgical business earned a stretched rebate for successfully meeting its annual targets. In the pharmaceutical arena, high-growth brands such as Pfizer, NBTY, and Opella exceeded their purchase and sales goals, reflecting deep market penetration. This

momentum extended into the Consumer division, where the Food & Grocery segment saw Café Barista close the year a remarkable 51% ahead of the previous year, further solidifying Bryden pi's reputation for driving brand excellence and market leadership.

The Group's industrial and marketing arms also contributed significantly to the quarter's success. FT Farfan pivoted effectively toward the private sector, where the Torque brand experienced rapid growth of 45%, offsetting contractions in public sector spending. This shift was supported by the rollout of new CRM software designed to cultivate a more data-driven sales culture and a notable recovery in the maritime sector through Shell Marine. Similarly, Micon Marketing exceeded expectations by closing the year with expenses well below budget, a feat achieved through the strategic restructuring of its sales teams and enhanced merchandising resources. These efforts culminated in a strong December performance for key brands like Supligen and Unilever, ensuring the Trinidad operations remained a resilient engine for Group profitability.

GUYANA

In Guyana, the Group's operations continued to thrive amidst a rapidly expanding economy. A.S. Bryden & Sons Guyana Inc. surpassed its sales and profit targets early in the quarter, successfully broadening the reach of its core beverage and grocery lines. To accommodate this rapid scaling, the team implemented temporary logistics solutions ahead of a major warehouse relocation scheduled for early 2026. Simultaneously, ICON celebrated a landmark quarter in the equipment and construction sector, highlighted by the finalization of a major tender for Lincoln Electric Welders and strong annual sales for JCB and Shacman units. These results underscore the Group's deepening footprint in the energy and mining sectors, which remain pivotal to its regional strategy.

JAMAICA

Regional performance was further defined by a focus on recovery and stabilization in the Northern Caribbean. In Jamaica, CPJ (Caribbean Producers Jamaica) spent the quarter diligently managing its recovery following the impact of Hurricane Melissa. Despite the environmental challenges, the team stayed focused on restoring supply chain fluidity and supporting the hospitality sector's rebound. This resilience remains an indication of the Group's ability to maintain service levels and partner support even in the wake of significant climatic disruptions.

BARBADOS

In Barbados, the Group's interests through Stansfeld Scott, Armstrong Agencies, and H. Jason Jones remained centered on maintaining market share and optimizing distribution networks. These Barbadian entities continue to play a critical role in the Group's regional footprint, providing a stable foundation for the beverage, pharmaceutical, and retail sectors. By focusing on operational efficiency and customer engagement, these businesses have ensured that the Group remains a dominant player in the competitive Bajan market.

ST. LUCIA & ST. VINCENT

The Group's presence in the wider Caribbean was further solidified through targeted investments in infrastructure and market integration. In St. Vincent, the completion of major renovation and construction projects at Facey St. Vincent has provided a modernized foundation for enhanced customer experiences and the expansion of private label brands.

As the Group looks toward 2026, these advancements, coupled with ongoing strategic assessments in St. Lucia, reflect a unified commitment to regional synergy. By utilizing shared logistics and a common corporate vision, The Brydens Group remains dedicated to delivering value across every territory it serves, turning the challenges of 2025 into the building blocks for future success.

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REGIONAL HIGHLIGHTS IN Q4 2025

Across the region, teams celebrated Divali and Christmas, supported Breast Cancer Awareness, and hosted team-building events and Long Service Awards to strengthen community.



TRINIDAD AND TOBAGO

A.S. Bryden

The final quarter of the year at **A.S. Bryden** was defined by a strong sense of community and celebration. In October, the company observed **Divali**, embracing the festival of lights with staff through cultural recognition and togetherness. The month also saw a powerful show of solidarity for **Breast Cancer Awareness**, as employees engaged in activities to raise awareness and support for the cause. The year's engagements culminated in December with a vibrant end-of-year party hosted at **VICE** on **Cipriani Boulevard**, providing a well-deserved opportunity for the team to celebrate their collective achievements in a festive setting.



Bryden pi (Bpi) Trinidad

At **Bpi Trinidad**, the last quarter featured a diverse range of employee welfare activities aimed at fostering creativity and community spirit. In October, the company celebrated **Divali** with a sweets distribution to all staff. This was followed by high-spirited **Halloween** competitions, where employees competed for awards in categories such as Best Costume, Best Decorated Workstation, and the **Bpi Brands Award**. November focused on giving back and personal growth, with a group of staff volunteering at the **TTSPCA** Port of Spain Shelter. The company also recognized **International Men's Day** with a "Words of Wisdom" challenge, rewarding the most impactful advice shared for young men.



EMPLOYEE ENGAGEMENT & WELFARE



December was a particularly festive month, beginning with the **Enterogermina** Maze Challenge and the **Bpi Mac Pi Showdown**, where participants competed in Classic and Festive macaroni pie categories. The holiday season was further enlivened by an Ugly Sweater Competition, featuring individual, department, and **Bpi** brand categories. Finally, the year concluded with a Long Service Awards ceremony, honoring dedicated staff members who achieved milestones of ten to thirty years of service.



FT Farfan (FTF)

FT Farfan prioritized employee wellness and cultural engagement throughout the quarter. On October 25th, the team proudly participated in the **Scotiabank Women Against Breast Cancer 5K** at the Queen's Park Savannah. The company also embraced **Diwali** across all branches, with employees wearing traditional ethnic attire and sharing sweet treats. In November, **FT Farfan** hosted a motivational session for **International Men's Day** featuring Dr. Sule Joseph, focusing on mental wellness and personal growth. The year drew to a close with the Core Values Awards at the staff party, where employees were recognized for exemplifying the values of People, Ethics, Respect, Communication, and Innovation.



Micon Marketing

Micon Marketing facilitated several key engagement activities to boost morale and celebrate cultural milestones during the quarter. On October 17th, staff members donned traditional attire in celebration of **Diwali** and were treated to doubles and aloo pies for breakfast. The holiday season was formally marked on December 19th, when the company celebrated Christmas with a special staff breakfast, providing a moment for the team to connect and enjoy the festive spirit before the year's end.



GUYANA ICON

The team at **ICON Guyana** kicked off the quarter with a vibrant "Pinktober" celebration, using bold outfits and décor to reflect their commitment to **Breast Cancer Awareness**. This spirit of unity continued into **Diwali**, where staff embraced cultural diversity by showcasing elegant sarees and traditional ethnic wear. In December, the **ICON** team gathered at the **Royal National Hotel** for an annual Christmas celebration centered on gratitude and collaboration. Beyond internal festivities, the company demonstrated its commitment to corporate social responsibility through heartfelt donations to the **Ogle-Industry-Cummings Lodge Senior Citizens Society** and **KK Washbay**, reinforcing the belief that business excellence should always be blended with meaningful social impact.



BARBADOS

Stansfeld Scott

The quarter at **Stansfeld Scott** was marked by activities designed to strengthen bonds across the organization. The **Stansfeld Scott Barbados (SSB)** and **Wine World (WW)** teams gathered for a dedicated day of fun, featuring a mix of cooking challenges, interactive games, and camaraderie that encouraged team spirit outside of the office environment. Building on this social momentum, the teams also came together for an "After Work Company Lime" on October 31st, providing a relaxed space for colleagues to connect and unwind as they transitioned into the festive season.



DRIVING BRAND EXCELLENCE ACROSS THE REGION



TRINIDAD & TOBAGO

A.S. Bryden

The Premium Beverages Division curated several elite experiences this quarter, beginning with a Hennessy VIP Tasting Experience at Krave Restaurant. Guests explored five expressions, ranging from Hennessy Pure White to the prestigious Hennessy Paradis, each paired with gourmet dishes. The luxury continued as Moët Hennessy's General Manager for Central America and the Caribbean hosted a Dom Pérignon Dinner and Private Sale at Brian Lara's restaurant, 277. The event showcased three expressions of Dom Pérignon alongside specially curated dishes. Adding a festive local flair, the division also hosted the first Hennessy Pure White Trini Christmas Cruise aboard The Pelican, featuring impromptu performances by top artistes like Voice and Rome for an exclusive guest list of influencers and top customers. Additionally, the Cara Mia Christmas Promotions drove significant engagement, bringing a touch of sweetness to the holiday shopping experience.



BRAND NEWS



The **Food & Grocery Division** captured the holiday spirit with high-impact retail executions. **Energizer** "Light Up Your Christmas" featured a mobile instant redemption caravan across Trinidad, offering customers immediate prizes and entry into a grand prize draw for an iPad and cash. **Colombina** delighted shoppers with its "Christmas Story" theme, using festive train and house displays to showcase its seasonal treat portfolio.



The **Home & Hardware Division** remained active with **Truper** hosting interactive store promotions at **Allied Home Centre**, providing hands-on product experiences. The electrical category saw a boost for **Volteck** with weekend activations at **Massy Stores** and **Southern Food Basket**, complemented by new high-visibility signage at **Price Club** and **Xtra Foods**. In appliances, the **Fix or Fling** technical team provided specialized staff training for **Speed Queen**, while **Hamilton Beach** and **Proctor Silex** maintained a strong presence through intensive in-aisle sales pushing during the peak December period.



FT Farfan (FTF)

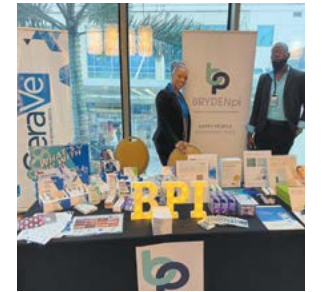
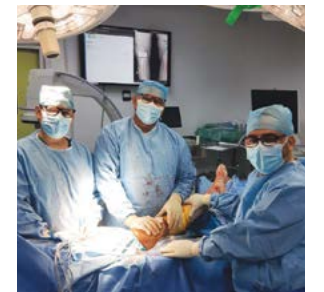
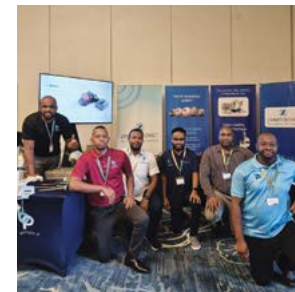
FT Farfan delivered a strong quarterly performance, headlined by a successful Mega Sale in San Juan featuring **Linde** and various power tool brands. The **Shacman L3000** truck and **Linde 8-ton** forklift were major attractions at the **Southex Car & Truck Show**, while the **Industrial Group's** visit to **JCB** in England



reinforced the brand's local expertise. The division also rewarded seventeen families through the **Smart Stream "Unwrap Smart"** promotion and celebrated three winners in the **STIHL WP** series pump giveaway. To empower homeowners, the team launched the **Smart Stream Pump Selector Guide** to take the guesswork out of residential water solutions.

Bryden pi

Bryden pi demonstrated significant regional leadership in healthcare and medical education throughout the quarter. The team served as a Platinum Sponsor for the **TCOS Orthopaedic Conference** in Jamaica, where they hosted a dedicated hands-on workshop featuring their new **Total Hip** system to facilitate knowledge exchange among surgeons. This commitment to regional mobility extended to a partnership with **GHPC Guyana** for an intensive three-day joint drive in November, which successfully completed 27 joint procedures. Locally, the division launched the **Toric 360 Axis of Excellence** program with **Alcon** and served as a Silver Sponsor for the **T&T National Health Research Conference**, showcasing the Roche Near Patient Care Diagnostics portfolio and **CeraVe's** new haircare line. Internal milestones included the launch of the **Accu-Chek SmartGuide CGM** technology, while consumer engagement was bolstered by **Pharmacy Week 2025** celebrations and a sampling campaign for **No More Germs Oral Pro**.



BRAND NEWS

Micon Marketing

Micon Marketing drove significant holiday volume for Welch's and Reynolds/Diamond. Activations featured secondary displays for Welch's Sparkling non-alcoholic wines and trade specials across the Welch's 10 oz and 16 oz PET ranges. These initiatives were bolstered by integrated digital and press advertising to maximize reach during the Diwali and Christmas seasons.



JAMAICA

CPJ Jamaica

CPJ Jamaica focused on high-impact community support and staff wellness initiatives during the holiday season. The company launched its signature "Fizz the Season" campaign, which integrated the Wines, Spirits, and Foods divisions under a single message to drive holiday sales. A major component of this campaign involved a partnership with Courts (Unicomer), where CPJ pledged 5% of proceeds from featured wine brands—including JP. Chenet, Chandon, Belaire, and Mionetto—to Hurricane Melissa Relief Aid to support affected families across the island. Customers were further engaged through in-store promotions offering a chance to win a \$400,000 Courts gift certificate. Beyond retail, CPJ hosted its second "Therapy Tuesday" wellness session at the Montego Freeport office in collaboration with Facey, providing staff with access to clinical psychologists, medical practitioners, and financial representatives from NHT and Infiniti Credit Union.



GUYANA

ASB Guyana and Bpi Guyana

Bpi Guyana focused on community wellness, notably presenting Enfagrow at GuyExpo and collaborating with Miss Universe Guyana for medical outreach. The brand also supported heart health through the SocaHeart 5K/10K Run, powered by Apotex and Jamieson. Festive highlights included the Himalaya Christmas campaign and a partnership with the Office of the First Lady for hamper distributions. Simultaneously, ASB Guyana rewarded customers through the Reynolds/Diamond and Welch's "Cheers to Life" promotions at Bounty and Survival Supermarkets.



ST. LUCIA

CPJ St. Lucia

CPJ Fresh Market in St. Lucia rewarded customer loyalty with a comprehensive "Three Ways to Win" Christmas campaign. This included the launch of limited-edition "Joy Bags," a "Save A Lot" promotion that awarded high-value

prizes like Smart TVs and iPads, and a weekly loyalty points draw that distributed over 800,000 points. Additionally, the Yard & Store Event at Cul de Sac engaged the community with up to 50% discounts on premium meats and wines, paired with live entertainment and tastings.

Hennessy



THE SPIRIT OF CARNIVAL

BRAND NEWS



ST. VINCENT

Facey Trading

Facey Trading engaged the community with Devon Shortcake samplings and Supligen support during the SVG Nine Nights celebrations. The Moët Hennessy team focused on the luxury sector with masterclasses and partnership meetings at the Mustique Company and Sandy Lane Yacht Club for Dom Pérignon and Veuve Clicquot. Other highlights included Nestlé coffee experiences and Island Pure Wipes at Vincy Expo.

BARBADOS

Stansfeld Scott

Stansfeld Scott had an active quarter in health and wellness, with Seven Seas sponsoring the Barbados Open Water Festival and the CIBC Walk for a Cure. The Consumer Team also hosted the Red Ball Tennis Fun Day featuring Seven Seas, Endura Malt, and Haliborange. In the beverages sector, El Dorado Rum sponsored Rhythmz on the Hill, while the Wine Team conducted Santa Margherita (Marzotto Wine Estates) training and hosted tastings at Platino Notte and Wine World. Special recognition was given to the Impact Team for their continued dedication throughout the quarter.



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INSTANT VIBES

FROM **FETE** *to the* **ROAD**



EMPLOYEE HIGHLIGHTS



"I am very proud of the brands I represent and sell. I also like the culture of inclusivity and access to management."

DARRYL KOON HOW Sales and Promotions Coordinator - ASB

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

Despite my serious, professional facial expression I am quite a down to earth friendly guy.

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

I am aspiring towards greater physical and mental health.

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

I love to travel and explore new places. I think my creativity shines in searching for the best deals.

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

Meeting new people and building genuine, trusting relationships with my clients. I like turning No's into Yes's and offering great customer service.

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

I am very proud of the brands I represent and sell. I also like the culture of inclusivity and access to management.



"The favourite part of my job is collaborating with team members to ensure each day's production targets are achieved successfully."

LOUIS SALANDY Technician - Micon

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

I do not think there is anything that may surprise people about how I am, but I genuinely enjoy sharing thoughts about life, that help foster harmony and togetherness among others.

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

At this stage of my life, my personal aspiration is to live in accordance with the teachings of Jesus Christ.

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

I recently started raising aquarium fish, which I've found

very rewarding. I also enjoy cooking new dishes, and I hope to explore photography in the future.

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

The favourite part of my job is collaborating with team members to ensure each day's production targets are achieved successfully.

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

The strong sense of teamwork consistently demonstrated by my colleagues at Franco Trading makes me proud to be part of the organization.



"I love to draw and I actually design tattoo pieces for people."

AALIYAH ADIAH Logistics Clerk - Bpi Trinidad

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

I love to draw and I actually design tattoo pieces for people.

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

To always be a reliable person that my colleagues can turn to for help.

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

My favorite hobby is gardening.

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

The work culture, all my colleagues are supportive and collaborative and never hesitate to offer a helping hand.

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

The opportunities for growth. Everyday you learn something new.



"I enjoy working with an excellent team. My job is what helps me excel, it helps me to learn new things, adapt to changes, and meet different people."

LAKRAM SUKHAN Warehouse Manager/ Finance/Administration - Bpi Guyana Inc.

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

I'm a very approachable person and people love when I state the obvious in a diplomatic way.

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

Always wanted to pursue Law.

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

Things I love in my day to day life, start my day early (time is very essential for me), cooking, planting, travel, being adventurous, love the ocean as it helps calm my inner peace.

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

I enjoy working with an excellent team. My job is what helps me excel, it helps me to learn new things, adapt to changes, and meet different people.

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

The organization's strong values, supportive environment and commitment to quality makes me proud to be here.

EMPLOYEE HIGHLIGHTS



"I enjoy mentoring my team and helping them develop to become their best selves, both professionally and personally."

NICHOLAS MOHAMMED Team Lead - Sales - FT Farfan Limited

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

I have a significant fear of spiders; my reaction to them would certainly surprise you.

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

I am currently focused on strengthening my relationships with family and my social connections.

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

I enjoy a good family lime, whether we are at the beach or just relaxing at home.

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

I enjoy mentoring my team and helping them develop to become their best selves, both professionally and personally.

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

I am proud of our organization's ability to remain relevant in a competitive market, which is a direct result of the dedicated people who work here.



"Every day brings new experiences that help me grow professionally and improve my skills."

O'NEIL MELBOURNE Barbados Group Financial Controller - SSB

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

Comedian at heart.

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

I'm working toward building a strong career by learning as much as I can in my role and taking on greater responsibility as opportunities arise.

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

Spend time with family, catching up on international news and watching Netflix.

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

My favorite part of my job is the opportunity to learn. Every day brings new experiences that help me grow professionally and improve my skills.

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

Although I'm still new to the organization, I already feel proud to be part of a team that values collaboration, respect, and excellence. The welcoming culture and shared commitment to high standards make it clear that people here truly care about both the work they do and the impact it has.



"I have taken part in motocross and drag racing. I also used to do photography."

MERVIN WELLINGTON
Assistant Warehouse Manager - CPJ St. Lucia

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

I have taken part in motocross and drag racing. I also used to do photography.

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

- Personal growth
- To keep learning and improving skills to create more opportunities.
- To stay consistent, focused, and resilient no matter the challenges

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

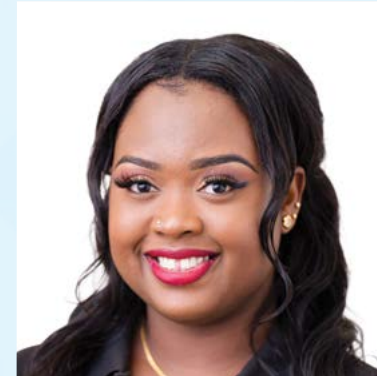
- Working on my side hustles and businesses
- DIY projects and fixing things
- Exploring nature and off-road adventures

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

My favorite part of working in the warehouse is that nothing ever stays the same. It's an ever-changing environment, and with every challenge comes an opportunity to think, adapt, and solve problems

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

The warehouse plays a critical role in supporting the company's objectives, and I take pride in contributing to efficient processes, maintaining standards, and supporting staff to ensure consistent, reliable performance.



"I'm always intrigued by new challenges presented by both clients or colleagues and further providing me with the opportunity to tackle complex or ambiguous problems and find solutions that directly influence the company's success."

AYESHA MCFARLANE Industrial Sales Assistant - ICON

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

As a child, my initial career path was to become a teacher. However, I immediately had a change of heart once I became a teenager.

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

A personal aspiration I'm currently working towards would be to successfully conclude my studies and attain a higher education.

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

I thoroughly enjoy watching docuseries, specifically, true crime. It's quite the enigma. I not only get to watch, but to also analyze the possible outcomes.

4. What is your favourite part of your job and why?

My favourite part of my role as Sales Assistant, is being able to do just that. I'm always intrigued by new challenges presented by both clients or colleagues and further providing me with the opportunity to tackle complex or ambiguous problems and find solutions that directly influence the company's success.

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

Being granted the opportunity to not only work in a team-oriented environment, but to also be guided/influenced by effective leadership.

EMPLOYEE HIGHLIGHTS



"My favorite thing about the job is how rewarding it is to execute activities because it is exiting."

AFISHA ROBINSON Brand Supervisor - Facey Trading SVG

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

A fun fact about me is that I was an athlete throughout High School and college and I cannot swim.

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

I am working towards developing myself mentally and academically as well as learning to swim this year.

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

My favorite thing to do is spend time with my family and relaxing on the beach.

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

My favorite thing about the job is how rewarding it is to execute activities because it is exiting.

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

I like the forward thinking culture of the organization which results in growth.

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with electronic head



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THE HEART OF THE MACHINE: UNDERSTANDING THE VAI/S2K IT PHILOSOPHY



Left to Right:
Richard Assing, Leard Deschamps, Keon Paponette

MORE THAN JUST SOFTWARE: ELIMINATING THE "WOBBLE"

In the high-speed world of The Brydens Group, the VAI/S2k IT Team operates as a series of critical cogs at the center of a complex, fast-paced machine. Our primary mission is to keep every aspect of the enterprise running as efficiently as possible, recognizing that in a system this interconnected, even the slightest "wobble" can send vibrations throughout the entire establishment.

To us, a "wobble" is more than just a technical glitch; it is any form of friction that prevents a Brydens Group employee from completing their day with confidence. We understand that a system error isn't just a data point—it represents the anxiety of an unfinished task or a "late-hour issue" that threatens a colleague's work-life balance. By stabilizing our IT environment, we do more than fix software; we provide peace of mind and protect the valuable time our people spend with their families.

THE ENGINE ROOM: MAINTAINING OPERATIONAL EXCELLENCE

At the core of our daily operations is the administration of the ERP (Enterprise Resource Planning) system, which serves as the Group's engine room. This responsibility requires 24/7 vigilance to ensure the system remains operational for all users. Beyond daily maintenance, the team manages high-stakes milestones like End-of-Month and End-of-Year closings with surgical precision, ensuring financial integrity and data accuracy across the entire Group. Whether we are responding to a high-velocity stream of support requests or performing deep-dive troubleshooting to prevent recurring issues, our focus remains on long-term stability rather than quick fixes.

THE DIGITAL BACKBONE: POWERING OUR INFRASTRUCTURE

This technical ecosystem powers every corner of our business. It acts as the "brain" for our warehouses—using real-time tracking and AI-driven replenishment to keep goods moving—and as the "backbone" for our financial and supply chain sectors. From automating the paper trail in our accounts departments to managing the complex lifecycles of products in our manufacturing and sales divisions, the VAI/S2k system is the thread that connects our diverse operations, including mobile order entry and B2B/B2C eCommerce portals that keep us connected to our customers.

A REGIONAL POWERHOUSE: SUPPORT BEYOND OUR SHORES

Our impact also extends far beyond local shores. The VAI/S2k support infrastructure is designed to bridge geographic gaps, providing the same high-level expertise to our partners throughout the Caribbean. We recognize that for market leaders across the region, system uptime is the lifeblood of supply chain stability.

In Guyana, we support the "heavy lifting" infrastructure of the industrial sector through ICON and FT Farfan, while simultaneously managing the distribution of essential consumer goods through ASB Guyana and BPI Guyana. In Barbados and St. Vincent, our systems power everything from the premium beverage sector at Stansfeld Scott (Wine World) to the critical movement of food and medicine via Facey Trading. Meanwhile, in St. Lucia, we serve as a vital link to the hospitality sector through CPJ St. Lucia, ensuring world-class resorts have the logistics support they need. Regardless of the territory or the industry, our goal remains the same: ensuring the VAI/S2k environment remains a robust, reliable engine for regional growth and operational excellence.

FEATURED ARTICLES

FROM THE DESK OF THE HEAD OF IT

THE ROBOTS ARE COMING FOR MY JOB (BUT THEY PROMISED TO DO MY FILING FIRST)

As we navigate the ever-evolving landscape of The Brydens Group, from the logistics hubs of Trinidad to our retail footprints across the Caribbean, we find ourselves at a pivotal digital crossroad. The “robot takeover” is a popular headline, but in reality, Generative AI (GenAI) is less of a replacement and more of a highly efficient, hyper-intelligent addition to our team.

At the Group level, we are looking at GenAI as a catalyst to sharpen our competitive edge across our diverse divisions.

HOW GENAI EMPOWERS THE BRYDENS GROUP

- **Administration & Task Automation:** Gone are the days of manual data entry and drafting repetitive memos. GenAI can automate the creation of internal reports, process complex supplier contracts, and even draft customer correspondence in multiple languages—all while maintaining our professional tone.
- **Intelligent Analytics:** With GenAI, we aren't just looking at past sales; we are predicting future demand. By synthesizing data from global market trends and our internal logistics, we can forecast stock requirements with unprecedented accuracy, reducing waste and ensuring our shelves (physical and digital) are always ready.
- **Operational Ease:** From managing regional distribution at our new Chaguana hub to optimizing last-mile delivery routes, GenAI can run “what-if” scenarios for supply chain disruptions, allowing us to pivot faster than ever before.

A QUICK REALITY CHECK

While GenAI is a powerhouse, it is not infallible. It “hallucinates” or generates data based on patterns from across the globe, which might not always align with our specific Caribbean market context.

Important Note: Always fact-check AI-generated outputs. As we utilize tools that draw data from global sources, we must ensure the information is locally accurate and strategically sound. Think of AI as a brilliant intern—excellent at drafting, but still needing your expert signature.

FUN FACTS FOR THE WATER COOLER

- **Productivity Power:** Businesses adopting GenAI are seeing an average productivity increase of 24.69%. That's nearly an extra day of work unlocked every week!
- **The “Writer’s Block” Cure:** By the end of 2026, it is estimated that 30% of all marketing messages from large organisations will be synthetically generated.
- **Data Explosion:** People are currently creating about 34 million AI-generated images every single day.

The goal for The Brydens Group isn't to be replaced by machines, but to be the team that knows how to drive them. Let's embrace the future, one prompt at a time.



IGLOO®

WHERE DO LIME?

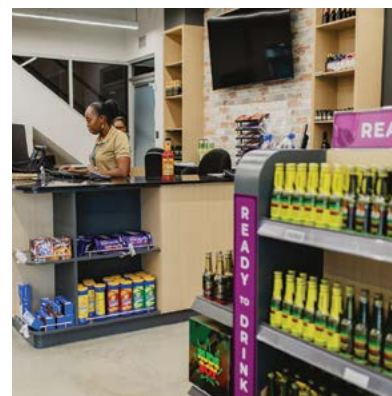


A *bess lime* STARTS WITH YOU, YOUR CREW & IGLOO.

FEATURED ARTICLES



FIFTEEN YEARS OF EXCELLENCE: THE NAUGHTY GRAPE UNVEILS ITS NEW FLAGSHIP ON THE AVENUE



The pulse of Ariapita Avenue found a new, sophisticated rhythm late last year. In **November 2025**, marking a monumental **15-year anniversary**, The Naughty Grape (TNG) officially opened the doors to its stunning new flagship home in Woodbrook. This isn't just a relocation; it is a full-scale reimagining of the boutique spirits experience, complete with a contemporary new logo that signals a sleek, elevated direction for the beloved local brand.

From the moment you cross the threshold, the Woodbrook location feels less like a retail shop and more like a curated gallery for the senses. The spacious, open-concept layout invites you to linger, replacing the rush of traditional shopping with a relaxed atmosphere

of discovery. Every detail has been designed with the modern entertainer in mind. For the host with a busy calendar, the store's new **"Grab and Go" entertaining platters** are a revelation—offering artisanal pairings that make effortless hosting a reality. Meanwhile, the dedicated **Gifting Station** ensures that every selection is transformed into a statement piece, professionally wrapped and ready for any occasion.

However, the true "crown jewel" of the new location is waiting just upstairs. The store will soon unveil a **chic rooftop space** available for private event rentals. Set against the vibrant backdrop of Woodbrook, this elevated venue is poised to become the most sought-after destination for intimate sunset pours and exclusive celebrations.

While the physical store serves as a playground for the public, TNG has also looked inward to celebrate the team that makes the magic happen. The launch of the new online staff portal, **staff.thenaughtygrape.com**, has brought the entire inventory to the fingertips of the local group members. This digital expansion offers more than just convenience; it provides **exclusive staff pricing** and the seamless ability to pre-pay for orders online. The added luxury of **free delivery to any office or warehouse location** has quickly become a favorite perk, ensuring the TNG lifestyle is accessible to those who build it every day.

Even with these modern flourishes, the soul of the experience remains rooted in the personal connection that has defined the brand for a decade and a half.

The team continues to be led by the incomparable expertise of **Mario Pereira**, affectionately known as **"The Concierge."** Mario and his knowledgeable staff stand ready, as always, to navigate the vast selection and help you find the perfect bottle for any occasion. As The Naughty Grape enters this new era, it remains the ultimate destination for those who know that life is best savored one glass at a time.

SCAN QR CODE
TO TAKE A TOUR



ENTEROGERMINA SOCIAL RESPONSIBILITY PROJECT

The "Care for Your Gut. Care for Your Community" initiative was a health-focused charity campaign that combined wellness awareness with meaningful social impact. Centered around the probiotic brand Enterogermina, the project successfully demonstrated how everyday consumer choices could contribute to community development

A HEALTH PRODUCT WITH A SOCIAL MISSION

The campaign was led by Bryden pi in partnership with Sewa International TT. Its core idea was simple yet powerful: for every box of Enterogermina purchased during the promotional period, a donation of \$5 was directed toward charitable initiatives. This approach allowed customers to support both their digestive health and vulnerable communities at the same time.

Running from October 15 to December 31, 2025, the initiative set an ambitious goal — to sell 10,000 boxes and raise \$50,000. By the end of the campaign, the effort had successfully mobilized public participation and generated significant funding for community support programs.

SUPPORTING ESSENTIAL COMMUNITY NEEDS

Funds raised were allocated to support Sewa International TT's Water Project and Clothing Drive. These programs focused on improving quality of life for underserved communities by providing access to clean water and distributing essential clothing to families in need. The initiative therefore addressed both immediate humanitarian needs and long-term public health concerns.

A MODEL FOR PURPOSE-DRIVEN PARTNERSHIPS

The campaign ultimately stood out as an example of how corporate social responsibility could be effectively integrated into consumer products. By linking a widely used health supplement to tangible charitable outcomes, the initiative successfully created a shared sense of purpose among businesses, nonprofits, and consumers.

CARE FOR YOUR GUT. CARE FOR YOUR COMMUNITY.



Enterogermina is socially responsible.

For every box of Enterogermina you purchase, \$5 goes to a charitable cause.

Help us reach our goal:

 Buy 10,000 boxes and raise \$50,000 to make a difference!



This year, we're proud to partner with Sewa International TT to support their Water Project and Clothing Drive; providing clean water access and clothing support to communities in need.

 Period: October 15th – December 31st, 2025



Sewa International TT is a not-for-profit service organisation dedicated to promoting voluntarism, philanthropy, and community empowerment.

Get yours today and support a cause that matters!
Visit your nearest pharmacy.





THE WORK YOU DON'T SEE: A DAY IN THE LIFE OF FT FARFAN SERVICE TECHNICIANS

Deep in the dense, unforgiving jungles of Guyana and aboard vessels cutting through Trinidad waters, FT Farfan and ICON's service technicians are redefining what dedication truly means. From navigating remote terrain where access is measured in miles of mud and river, to restoring critical equipment while others gather with family, their commitment goes far beyond routine maintenance. These are not just service calls—they are stories of resilience, sacrifice, and an unwavering promise to keep operations running no matter the obstacle.

The assignment to repair a JCB 305 excavator began with a late-night flight from Trinidad into Guyana, followed by hours of ground transfers before reaching base accommodation in the early morning. Plans to enter the interior were delayed, but once cleared, the route quickly shifted from road travel to a multi-stage journey by boat and ATV. From Parika, the ICON and Farfan team boarded a boat to Supenaam, then transferred again by boat to Buckhall Landing with tools, luggage, and equipment in tow. At Buckhall, the reality of the assignment set in: the only way forward was a 300+ km trek into the forest by ATV. Steel-toe boots were swapped

for rubber boots and rain gear. With limited seating space and equipment packed tightly, the team set off along dirt tracks at speed before conditions deteriorated. The terrain shifted to deep mud, slush, steep inclines, and rain-soaked trails that made steady movement impossible.

Progress became physical. The ATV frequently bogged down, forcing repeated stops to dig, push, and manually free the vehicle. Long stretches were completed on foot, navigating rutted paths and unstable ground while hauling tools and supplies. Daylight faded as the journey continued deeper into the forest, with visibility reduced, heavy rain setting in, and no infrastructure in sight. Hours later, the ATV became buried in nearly two feet of slush, halting progress entirely. Recovery required digging by hand and repeated attempts to regain traction. Movement forward became a cycle of short advances followed by more pushing and excavation, extending the journey late into the night.

Rest came only at a small clearing, no shelter nor facilities, just a temporary stop to recover before

continuing. That night, the team slept exposed in the open wilderness, surrounded by the sounds of the forest—aware they were sharing the space with snakes, vampire bats overhead, and even jaguars. The following morning, the trek resumed with more climbing, digging, and maneuvering through mud-heavy tracks before finally reaching the work camp, physically drained from the journey alone. Conditions at the site were basic: open sleeping areas, water drawn from a well, and minimal sanitation. Within hours of arrival, repairs began. Work continued into the night and over the next several days as technicians diagnosed and restored the excavator under remote field conditions, with limited resources and no access to workshop support.

After two and a half days, the machine was returned to full working condition, minimizing downtime for the operation and allowing work at the site to resume. The return journey presented its own challenges. Travel out of the interior shifted to river transport, navigating narrow waterways, heavy rain, and low overhanging branches by torchlight before transferring between multiple boats and land routes back to the coast. The assignment underscored the reality of field service in remote regions, long distances, unpredictable environments, and physically demanding conditions, and the lengths FT Farfan's and ICON's Service team goes to keep equipment operational, no matter how far off the map the job may be.

FT Farfan's Service team operates on a 24/7 response model, including holidays, and Christmas week 2025 was no exception. While most operations slowed for the season, a team of five technicians was deployed offshore to support critical maintenance on an Offshore Supply Vessel (OSV) under Tidewater Marine. Working from 23–26 December, the team carried out a major 12,000-hour preventative maintenance service on a diesel generator powering vessel operations. The job was executed entirely onboard, inside a confined engine room environment defined by extreme heat, constant noise, overhead pipework, and narrow walkways that restricted movement and lifting.

The scope involved the removal and replacement of major components, including turbochargers, injectors, aftercooler cores, and crankshaft seals. Many of these parts weighed up to 80 kg and had to be manually transported from the cargo deck, down multiple flights of stairs, and into tight working spaces within the engine room. Removed components were carried out the same

way, requiring careful coordination and physical endurance throughout. Workdays stretched from early morning into the evening, with technicians rotating responsibilities to maintain steady progress and minimize downtime for the vessel. Heavy lifts, confined-space work, and precision reassembly were carried out under time pressure, with strict attention to safety and sequencing.

By Christmas Day, the team completed the remaining heavy installations, refilled and tested the cooling systems, and successfully brought the engine back online. With no leaks or performance issues detected, the unit was returned to operational service. On Boxing Day, technicians remained on site to complete additional seal replacement work and finalize demobilization. The assignment reflects the reality of field service, critical work doesn't pause for holidays. Whether offshore, on land, or in remote environments, FT Farfan and ICON's technicians remain on call to support customers whenever equipment is down. Christmas week was another example of the team stepping in, working through demanding conditions, and ensuring essential operations continued without interruption.



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has arrived.



now available at **THE Naughty GRAPE**

new!

first aid cream

- ✓ fast-acting healing
- ✓ soothing relief on contact
- ✓ mess-free, easy application
- ✓ trusted antiseptic protection





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RUN
THIS**

#DRINKRUDE

