

# BHL Banks Holdings Limited

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## Tiger Malt continues to be #1 malta in Toronto market

AFTER OVER 15 YEARS on the market, Banks (Barbados) Breweries Limited's brand Tiger Malt, continues to be the #1 recognised malta on Canadian retail shelves.

Distributor, Warehouse Trading Inc's (WTI) Managing Director **Brian Grotsky** said, "There continues to be a strong market demand for Tiger Malt despite fierce competition in the malta category. The fact that we are in the midst of a recession has possibly had a minimal effect on the sales of Tiger Malt."

Grotsky attributes Tiger Malt's continued success in the Canadian market to the brand's consistently high quality and WTI's ability to identify potential malta markets. "Tiger Malt has been a staple on major retail account shelves since 1993, and has maintained a loyal consumer base thanks to its consistently high quality. WTI has also successfully been able to identify potential malta markets and use specialty sub-distributors to get the product to specialty retailers such as restaurants, catering

halls and convenience stores. Our company's sales team is behind the product 100% and no opportunity goes unnoticed" he said, adding, "The support of brand-owner Banks (Barbados) Breweries and our Canadian co-packing partners has also had a tremendous impact on the past and current success of Tiger Malt."