



## Press Release

July 28, 2009

### **Re: BICO URGES CONSUMERS TO “SAVE THE BOVELL”!**

BICO, the Barbadian ice-cream manufacturer, today encouraged consumers to conserve their resources wisely in recessionary times and “Save the Bovell” when they teamed up with ALF, Mr. Carl Padmore, to bring this message to the streets.

ALF, fully equipped with megaphone and sandwich board, travelled the length of Broad Street, preaching his doctrine to Parliament and Nelson before moving on to Swan Street and the media houses of Fontabelle.

ALF outlined his visionary mission as follows,

*“In these recessionary days consumers have to be extra cautious about how they spend their money and BICO is on a mission to give them extra value. In fact, times are so tight right now it is not about spending or saving Grantley’s (\$100 bills), we are down to conserving every \$2, or Bovell!*

*That’s why when you buy any 1 litre tub of delicious BICO ice-cream you will “Save a Bovell”, as every single tub is now \$2 OFF! This great deal also covers the three great flavours of BICO’s Diabetic Delight!”*

Mr. ALF, proceeded to talk more about the “Save the Bovell” campaign, put together by Red Advertising and Red PR,

*“When we began researching this promotion, it was clear to us that a great injustice was being done. While everyone was well informed as to Grantley Adams’ place of honour on our country’s \$100 bill, no-one seemed to know much about poor John Redman Bovell, who is honoured on our Nation’s \$2 bill. John Redman Bovell was a great man who is widely credited with saving the Caribbean sugar industry in the 1880s but, because he died in 1928, not many actually remember him. In fact, he was a great agronomist who developed Barbados into the leading cane breeding station in the world and also developed many strains of Sea Island cotton. He also did much of this at his own expense winning the Imperial Service Star in the process. It is fitting then, that we honour him by basing this \$2 OFF BICO promotion around raising the awareness of his image on the \$2 note!”*

Mr. Edwin Thirlwell, Chairman of BICO commented on the promotion,

*“BICO recognises the pressure that local consumers are feeling due to the effects of the global downturn. Hence, we have re-focused our marketing on bringing increased value to the Barbadian consumer. This \$2, or Bovell, OFF any one litre tub promotion is the first of many initiatives by BICO to champion consumers’ pockets. The fact that we can also shed some light on lesser known areas of Barbadian history is an added bonus! Carl Padmore, last year’s Man of Merit, has worked successfully with us on many promotions as ALF. We feel he will add something very special when he takes this “Save the Bovell” campaign live onto the streets of Bridgetown!”*

BICO Ltd is Barbados’ leading ice-cream manufacturer and distributor with Brands including BICO, Nestle and Walls. It also operates the Harbour Cold Store and distributes other frozen foods including the Delifrance range of frozen breads and pastries. It is a major exporter of ice-cream products throughout Caricom and is listed on the Barbados Stock exchange.

384, WEDNESDAY, JULY 28, 2009, MIDWEEK NATION

**PUBLIC RELATIONS**

## Bico in \$2 saving drive

BICO, the Barbados ice cream manufacturer, is encouraging consumers to conserve their resources in restaurants' times through a Save the Bovell promotion.

Comedian Carl "ALF" Padmore, well equipped with megaphone and microphone, is promoting BICO's \$2 off any one litre tub promotion in Parliament and other public forums in St. Michael.

The project is based on the company's offer of \$2 off every one litre of Bico ice cream tub.

"This promotion was well received as in Bridgetown alone, sales of Bico ice cream tubs rose to \$200,000, we are pleased to know much about our Barbadian Bovell, when we launched our new tubs \$2 off any one litre tub."

John Barbados Boveil is widely respected within the public and major industry in the Caribbean as the former developed Barbados and the former Barbados Minister of the Environment.

Barbados' Chairman of BICO, representing all the parishes, and 100% ownership of the promotion, local consumers are being due to the effects of the global downturn. BICO has been successful in marketing its savings promotion. The \$2, or Bovell, off any one litre tub promotion is the first of many initiatives by BICO to champion consumers' pockets. - JTB

**COMEDIAN CARL "ALF" PADMORE** campaigning to Save the Bovell. Use this promotion to the Bico of water initiatives for BICO to champion consumers' pockets. - JTB

### BARBADOS WATER AUTHORITY TENDER NOTICE

for the Provision of Reinstatement Services

- The Barbados Water Authority invites tenders for the provision of reinstatement services:
  - the reinstatement of openings in culverts as a result of repair, to level pipe, repair and laying of new sections; and
  - the reinstatement of sections of pipe back leading from the laying of new mains in the reinstatement of old mains.
- Interested tenderers should visit the appropriate Tender Document from the Barbados Water Authority's Office, Market Square, Green Hill, St. Michael, Phone 432-2011 between the hours of 9:15 a.m. and 4:30 p.m. Monday to Friday should you have any queries.
- Tenders should be submitted in sealed envelopes marked "Tender for the Provision of Reinstatement Services" and addressed to:
 

The Chairman,  
Audit, Finance and Services Committee  
Barbados Water Authority  
Green Hill, St. Michael
- To reach the office no later than Friday, August 7, 2009 at 4:30 p.m.
- Tenders are to be placed in the Boveil box which is located at the Barbados Water Authority's Office, Market Square, Green Hill, St. Michael.
- The tender will be considered unless a contrary note is placed on the box or any other note.
- The Barbados Water Authority reserves the right to accept the lowest or any other tender.
- Tenderers must provide a bank guarantee or cash to the Director of National Insurance and the Commissioner of Internal Revenue (indicating whether or not there are any outstanding tax liabilities due to the authorities) to the authorities.
- Interested tenderers should indicate with their tenders if they are the company's sole representative or authorized agent of the company, if so, an original Certificate of Incorporation or equivalent of the firm and the company, if an existing company, must be provided at the time of submission of the tender.
- Tenderers must provide a copy of their VET Registration Certificate.
- Tenderers should be aware that the contract document and other documents are available to be viewed on the website of the Water Authority at: <http://www.bwa.gov.bb>
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