



## **RED STRIPE®**

**The Board of Desnoes & Geddes intends to embark on an aggressive export strategy for the North American market. Effective April 2012, we will move to a licensed production model for the North American market similar to the one we have operated in the UK for over 30 years. This model is international best practice and is one that has been implemented by the majority of international brewers.**

**This is critical to the success of the overall Red Stripe business & future profitability and means that the brand will get even greater support in the North American market as it will enable them to increase advertising and promotion on the brand and increase volumes as they will experience greatly improved margins.**