

# B&B

## *Quarterly*

We're here  
for the  
**BEER!**



# We're here for the BEER!

From malt to magic! **12**

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# HOW TO AVOID A CLIMATE DISASTER

Michael H. M. Bowen | President/CEO

I recently read Bill Gates’ book, *How to Avoid a Climate Disaster: The Solutions We Have and the Breakthroughs We Need*. Regardless of how you feel about Bill Gates and the news of his recent divorce, this book is incredible, and while reading it, I kept thinking, “We need to do more.”

One of the crazy eye-opening facts was about Hydropower Plants. The book states that despite Hydropower Plants generating carbon-free power, the submerged plant matter under the reservoir can decay and produce methane. Methane is a much worse greenhouse gas than carbon dioxide (CO<sub>2</sub>). This methane is then released when the water passes through the dam’s turbines, making Hydropower an overall worse emitter than a coal-burning power plant for 50 - 100 years. I would have never thought this...crazy!

It’s true, the climate is constantly changing. And while you can debate the causes of climate changes, the facts are that CO<sub>2</sub> in the atmosphere is increasing, average temperatures are climbing,



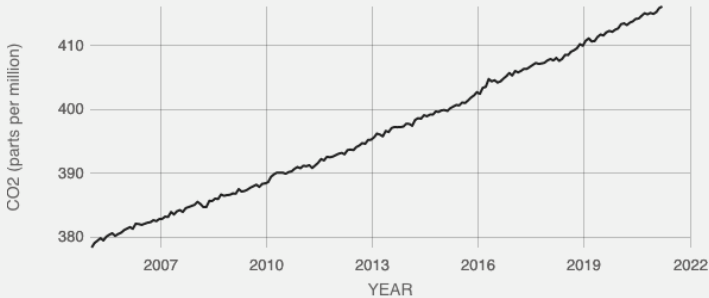
the Antarctic ice mass is melting, and sea levels are rising. You can see these graphs at [Climate Change: Vital Signs of the Planet \(nasa.gov\)](#)

All this makes me circle back to the thought, “We need to do more.” And makes me ask:

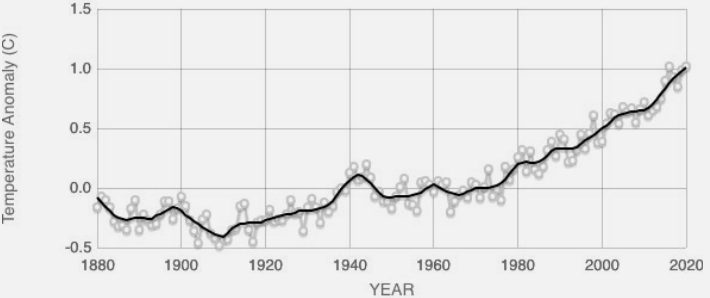
1. What can we do to reduce our carbon footprint?
2. How and when can we reach zero?

Some of our companies can do more than others, but we all can do something. In 1983 my Dad bought Belize Estate & Produce Company, and for the first time in Belize’s history, large tracts of land were restored to Belizean ownership. At that moment, we unknowingly embarked on conservation. Today, much of these lands are in trust for the people of Belize.

Over half-million acres in the Rio Bravo Conservation Area (Programme for Belize) and Laguna Seca & Yalbac (Belize Maya Forest Trust) are now in trust



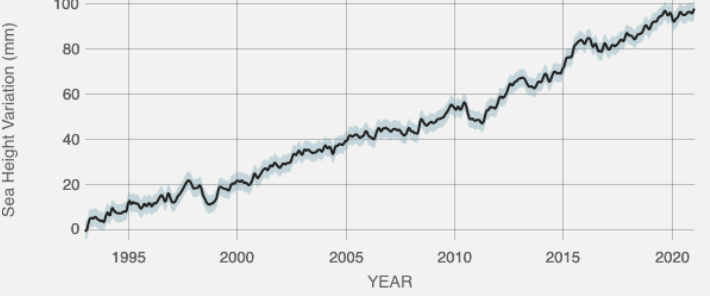
Source: climate.nasa.gov



Source: climate.nasa.gov



Source: climate.nasa.gov



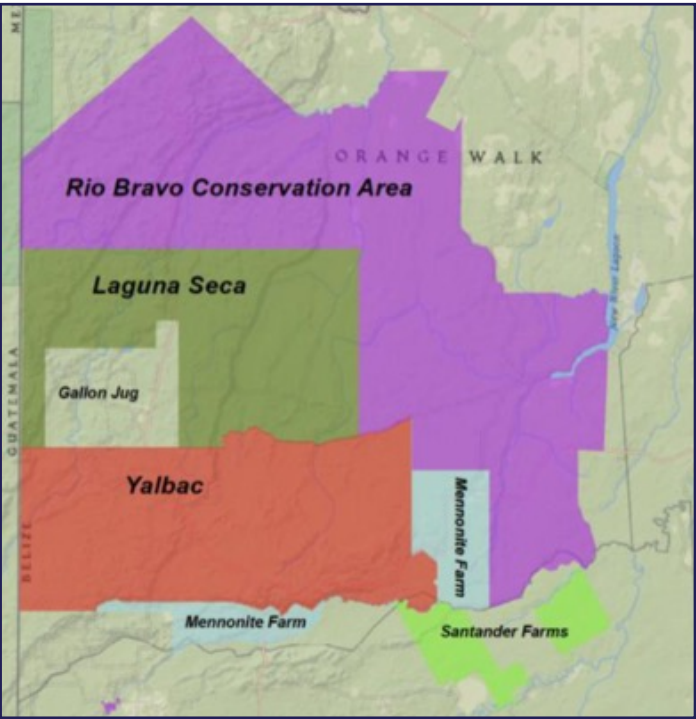
Source: climate.nasa.gov

“... despite Hydropower Plants generating carbon-free power, the submerged plant matter under the reservoir can decay and produce methane.”

for the benefit of Belize and Belizeans (see map on the right). Programme for Belize was founded in 1988 to Conserve Biodiversity and Promote Sustainable Development of Belize. It was followed twenty years later by Belize Maya Forest Trust with its mission of demonstrating a globally recognized, locally relevant model of healthy, biodiverse forest protected for and by all Belizeans.

And in the middle is Gallon Jug, being protected by us. Gallon Jug is part of our efforts to offset our carbon footprint and secure our water replenishment for our bottling operations. And the broader areas protect the watershed, which provides water to a third of all Belizeans.

This is another example, but I’m committed to working with every Member of B&B and Companies to continue finding ways to reduce our impact on the environment. Join me as we pursue excellence for a stronger Belize because we also need to pursue excellence for a healthy planet. ■







# CELEBRATING *Centuries of Cacao...*

BELIZEAN ORIGINAL



## BELIKIN

CHOCOLATE  
STOUT

*A Delectable Seasonal*

Luis Riverol | Brand Coordinator

Originally brewed in honour of the Cacao Fest in Toledo, Belikin Chocolate Stout is now a highly anticipated seasonal stout offered by the Belize Brewing Company. With its velvety chocolate flavour and deep aroma, this 100% organic brew is a favourite of many craft beer and stout enthusiasts. Belikin Chocolate Stout is one of our delectable seasonal beverages, available Only in Belize during the month of May ■



BREWED BY THE  
BELIZE BREWING COMPANY

©2021 BELIZE BREWING COMPANY. ENJOY RESPONSIBLY.

## OUR BRANDS ARE A PROMISE

Mark Denton | Chief Marketing Officer

Bowen & Bowen is a brand-focused company. Creating and building brands like Belikin, Gallon Jug, Ford, Holiday, or The Tavern is a core competency and a competitive advantage. It provides our organization leverage to continue growing, adding value for consumers, customers, and all other stakeholders that engage with our products and services.

### But what is a brand?

A brand is a name, design, or symbol that identifies one seller's goods as distinct from others. They are used in business and marketing to build awareness and recognition, but more importantly, to generate long-term value for a given product or service. We call this value brand equity.

It is believed that the concept of branding began with livestock in ancient Egypt. A hot branding iron was used to burn a distinctive symbol into each animal's skin, allowing a person's cattle to be differentiated from other livestock. Initially, this was done to deter theft since the mark allowed easy confirmation of ownership. Over time, branding became a tool to communicate value linked to positive attributes of livestock from different owners.

In modern times branding has expanded to include all the marketing techniques and tools used to help distinguish a product or service from competitors, aiming to create a lasting impression in consumers' and customers' minds. Besides the product or service itself, the key differentiating elements of a brand include packaging design, logos, trademarks, graphic identity, communication and activation strategies, as well as customer service systems and execution guidelines.

Virtually everything we sell at B&B is a brand. Each of our products and services goes through a lengthy process to define what differentiated value it will provide to our consumers and customers. Our objective is to use all the brand elements to move consumers from awareness to trial, then to preference, and finally to loyalty. Strong preference and loyalty are an indicator we have successfully established relevant differentiators and value for the brand. Furthermore, it demonstrates we are living up to the expectations consumers have every time they interact with our brands.

In essence, our brands are a promise to our consumers and customers. A promise of the brand-specific value they expect from our product or service. A promise of the brand-specific emotional and functional benefits we provide. With some of the strongest brands in Belize, we have an opportunity to deliver on that promise every day. ■







# A WORLD WITHOUT WASTE

## B&B Beverages Leading the Charge

Yanik Flowers | Brand Coordinator

In 2018, The Coca-Cola company launched an ambitious environmental initiative that envisions a *world without waste*. By 2030, the global program aims to collect and recycle one bottle for every bottle sold, putting a one-for-one collection and recycling system into action for investment into not only our packaging but our planet.

As proud bottlers for Coca-Cola, B&B Beverages recognizes the responsibility we have to the environment while in pursuit of excellence for a stronger Belize. Aligning our values with our partners, the beverage team continues to work hard in promoting and creating more opportunities to reduce, recycle, and reuse the plastic generated. B&B has invested in recycling balers at the Orange Walk, Cayo, Ladyville, San Pedro, and Caye Caulker centres to collect and compact the plastic bottles we receive into dense transportable bales for recycling. With the expansion of recycling stations across the country, B&B has increased effectiveness and efficiency in collecting and transporting material to our recycling vendors. This initiative will be vital in helping us reach our one-for-one recycling goal by 2030.

Our efforts so far have proven effective: B&B Beverages is now leading the recycling charge in Central America. Compared to other Coca-Cola bottlers in the region, Belize has the highest rate of returnable packages. Also, sixty percent of our plastic bottles are collected for recycling, while the rest of the region ranges between five and fifteen percent. These facts confirm that B&B Beverages has one of the highest rates in reducing, recycling, and reusing in the global Coca-Cola system.

As Belize's largest beverage company, B&B Beverages continues to operate and innovate in our responsibility to help solve the global packaging problem. We are confident that by creating increased access to recycling, we can inspire successful collaboration between company and community while investing in our environment with sustainable solutions ■



# Naybaz

## A New Venture for IT

Shadryck Lewis | Programmer/Analyst II

“Naybaz” - a name that speaks to the very foundation of a community - neighbours. This exciting project will bring retail stores to every neighbourhood across the country, enabling consumers to purchase our products at the best prices available.

The IT Department has been working with the Naybaz team for six months. Our role is to procure and install computer equipment, point of sale software, and security systems. This project expands the scope of our services as our team continues to provide technical and functional support to the end-users.

We have completed installation at several locations, with a few more to go! Belize City, Orange Walk, Corozal, Cayo, and San Pedro are ready with the equipment needed to open their doors. This means that at least two Naybaz stores will soon be available in those districts.

In addition to the physical locations, our team is developing a mobile app that will further expand the reach of Naybaz stores. Customers will be able to place orders from the comfort of their mobile devices and have their items delivered right to their doors.

Indeed, the Naybaz initiative is an exciting venture, and our team is proud to be a part of this project. In a small way, it allows us to play a role in the continuous work that B&B does to promote growth and development in our communities and our country. ■







## 1<sup>ST</sup> CUMMINS CERTIFIED Automotive Representative in Belize

Henry N. Anderson | General Manager

BEC is one of the few automotive dealers that provides comprehensive services to the heavy-duty market segment. As part of BEC's relentless pursuit of excellence in becoming the undisputed, number one Dealership in Belize, the focus has been on developing the knowledge and competencies of its team of automotive technicians. To date, the six members of the team have achieved certification in the ISM and ISX classes of Cummins engines. These are the engines used in the large tractor trucks (aka towheads).

But exactly how does a technician become "certified" in one of these engine classes? The process for each engine class takes approximately six weeks. Each technician does online portal training with testing on sixty different subject matters per engine class. After successful completion, they participate in a one-week online, live instruction with a Cummins trainer. Training goes from 8:00a.m. to midday, after which it is back to work keeping customers' fleets on the road. After the online training, each technician must pass an online practical simulation assessment to demonstrate the use of knowledge. This is followed by a timed exam on the theoretical aspects of the engine. The passing mark is 80%.

Along with this training, BEC has invested in software, tools, and parts required to achieve certification and become the first and only Certified

Cummins Automotive representative in Belize. Next up will be the ISB, ISF, and ISD classes of engines. These are the engines used in midsize vehicles.

We take this opportunity to celebrate the ongoing success of the Service Team in expanding their certification in the line of Cummins engines. Their collective action is reflective of being inspirational, industrious, and innovative. Inspirational for being open to learning, industrious for the long hours of studying while working to keep fleets moving, and innovative for using their training to diagnose and provide complicated repairs.

Recently, BEC repaired two International trucks for a new customer. The trucks, which were previously inoperative, are now repaired and running. The satisfied customer has decided to purchase a new truck through BEC instead of Mexico, as was their previous practice. Congratulations to the team for Keeping Belize on the Move. ■



**Authorized  
Repair  
Dealer**



Elizabeth McIntosh | Total Rewards Manager

### It is Back-To-School time, and B&B cares!

B&B looks forward to assisting our Members with the financial challenges of getting our children prepared for another school year.

For the past seven years, B&B has assisted its Members countrywide with a Back-to-School loan, and we are doing it again this year. Deductions towards this loan commence one month after the date of issuance, and the repayment period extends over six months.

Over the years, we are proud to have assisted Members in meeting expenses such as tuition fees, purchasing books and school equipment, uniforms, and many others.

Take advantage of this perfect opportunity to get your children prepared very early for the new school year. There are three easy steps when applying:

1. Fill out the Loan Application Form
2. Submit a copy of the School's registration form or acceptance letter
3. Bank Salary Release Letter (where applicable)

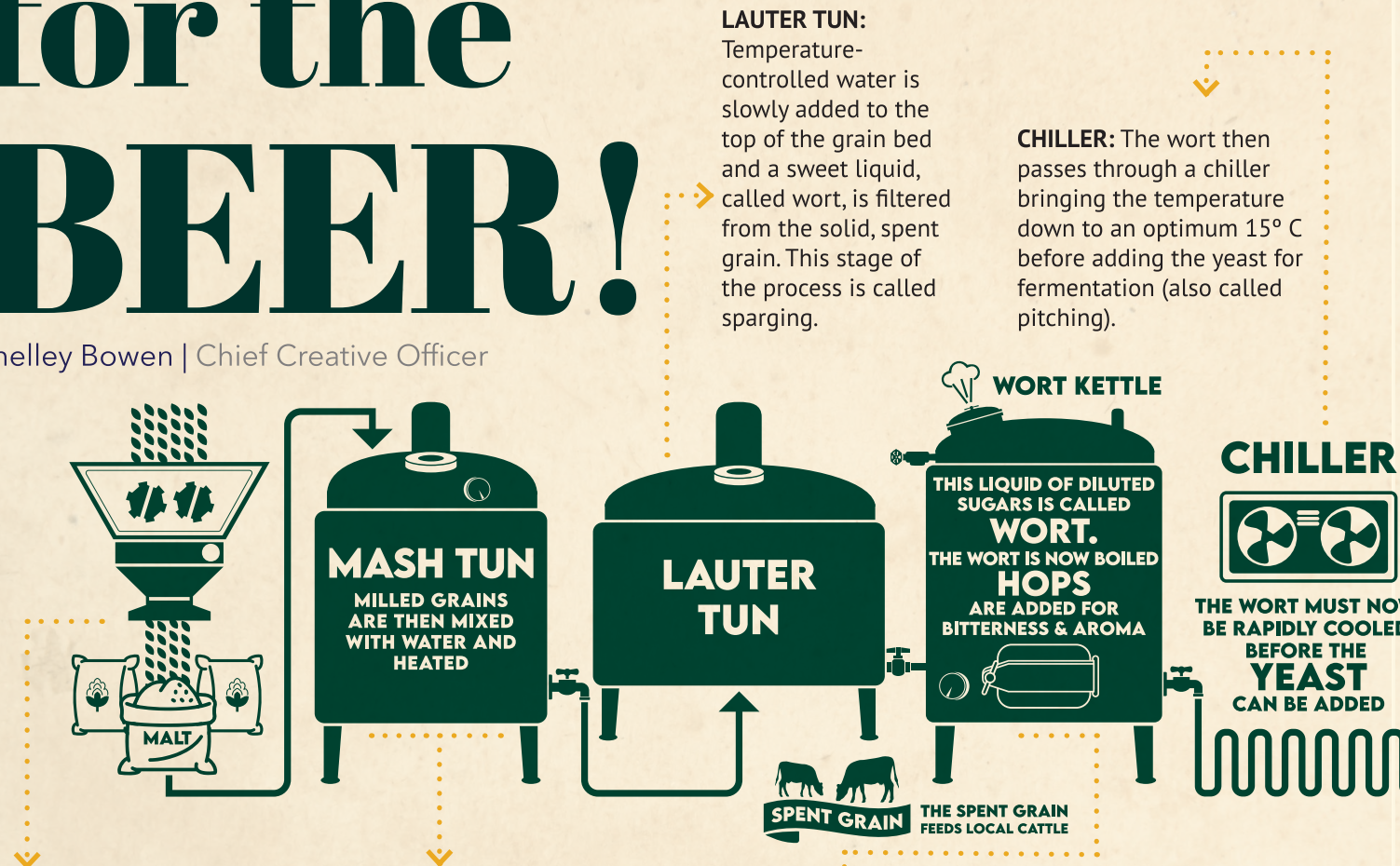
Visit your P&C Representative for the form and details of the loan.

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today." – Malcolm X



# We're here for the BEER!

Shelley Bowen | Chief Creative Officer



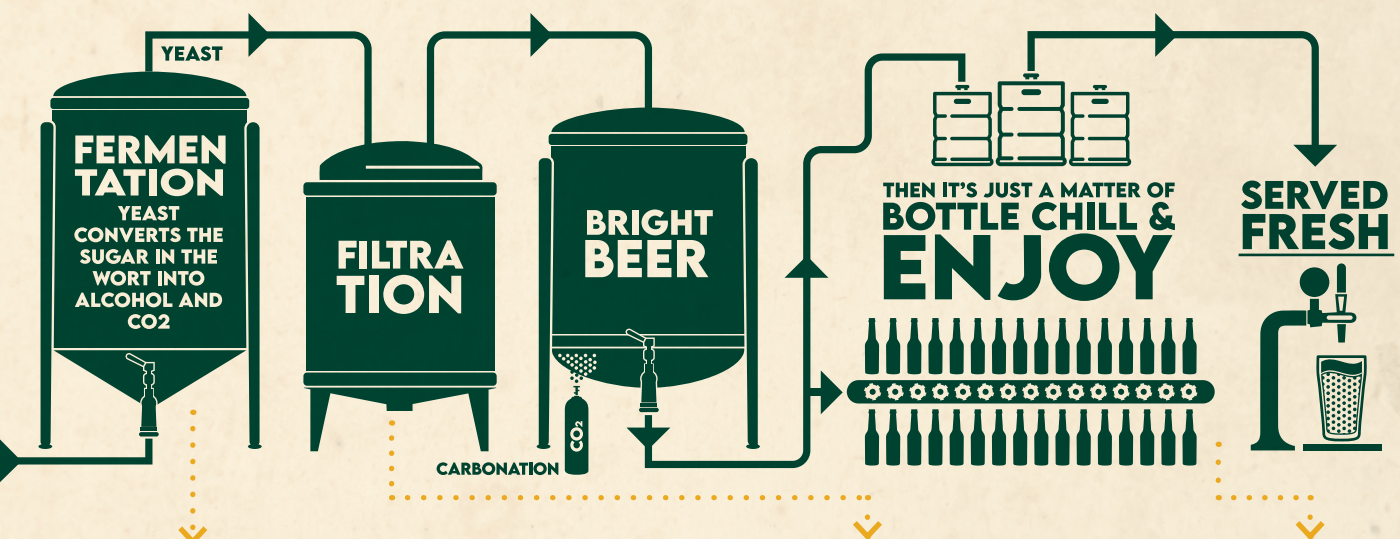
**VARIOMILL:** Malt from the malt silos undergoes wet milling and steeping to prepare for extraction of soluble starches from the grain.

**MASH TUN:** Ground malt (grist) is soaked in water and heated at just the right temperature to convert the starch to fermentable sugar and extract other solubles such as proteins and flavour compounds.

**WORT KETTLE:** Different types of hops are added to the wort to provide aromas and flavour. While boiling, flavour compounds are generated, enzymes are deactivated, and the wort is sterilized.

**WHIRLPOOL VESSEL:** Insoluble materials like proteins, hops residue and even particles of the husk are removed.

I hear you, I'm here for the beer too. But as with everything, the more you know, the more you can appreciate. Belikin goes through numerous steps before it's ready to be poured into a glass and enjoyed.



**FERMENTATION:** The pitched wort is deposited in cylindro-conical vessels (CCVs), where the yeast propagates for six hours and fermentation begins. Fermentable sugars are converted by the yeast to alcohol. Fermentation takes about a week while alcohol content and CO2 levels are closely monitored. The beer may be conditioned by storage for up to 30 days to enhance flavour before being filtered.

**FILTRATION:** The beer runs through three distinct filters to remove the yeast, protein particles and remaining impurities for about 7 to 8 hours. It is then sent to the bright beer tanks to mature and becomes what we know as Belikin Beer.

**BOTTLING:** After the beer has spent quality time in the bright tanks, it is bottled or kegged. The bottles are crowned immediately and pasteurized to preserve their flavour once in the bottle.

There are a number of quantitative and qualitative elements used to describe beer. The quantitative characteristics are measurable - Alcohol by Volume (ABV), International Bitterness Units (IBU) and Colour (SMR). Qualitative characteristics are far more subjective - Aroma, Taste, Body, Drinkability, Finish and Clarity. You can practice rating beer by using the Belikin Tasting Notes form to the right to describe a Belikin Beer.

**BELIKIN TASTING NOTES**

NAME	AROMA	TASTE	BODY	
ALC./VOL.	<input type="checkbox"/> Aggressive <input type="checkbox"/> Fruity <input type="checkbox"/> Balanced <input type="checkbox"/> Grassy <input type="checkbox"/> Bitter <input type="checkbox"/> Hay <input type="checkbox"/> Bready <input type="checkbox"/> Herbal <input type="checkbox"/> Buttery <input type="checkbox"/> Honey <input type="checkbox"/> Caramelly <input type="checkbox"/> Malty <input type="checkbox"/> Chocolatey <input type="checkbox"/> Nutty <input type="checkbox"/> Citrus <input type="checkbox"/> Peppery <input type="checkbox"/> Coconut <input type="checkbox"/> Roasted <input type="checkbox"/> Coffee <input type="checkbox"/> Smoky <input type="checkbox"/> Crisp <input type="checkbox"/> Spicy <input type="checkbox"/> Creamy <input type="checkbox"/> Sweet <input type="checkbox"/> Earthy <input type="checkbox"/> Toasty <input type="checkbox"/> Floral <input type="checkbox"/> Woody	<input type="checkbox"/> Aggressive <input type="checkbox"/> Fruity <input type="checkbox"/> Balanced <input type="checkbox"/> Grassy <input type="checkbox"/> Bitter <input type="checkbox"/> Hay <input type="checkbox"/> Bready <input type="checkbox"/> Herbal <input type="checkbox"/> Buttery <input type="checkbox"/> Honey <input type="checkbox"/> Caramelly <input type="checkbox"/> Malty <input type="checkbox"/> Chocolatey <input type="checkbox"/> Nutty <input type="checkbox"/> Citrus <input type="checkbox"/> Peppery <input type="checkbox"/> Coconut <input type="checkbox"/> Roasted <input type="checkbox"/> Coffee <input type="checkbox"/> Smoky <input type="checkbox"/> Crisp <input type="checkbox"/> Spicy <input type="checkbox"/> Creamy <input type="checkbox"/> Sweet <input type="checkbox"/> Earthy <input type="checkbox"/> Toasty <input type="checkbox"/> Floral <input type="checkbox"/> Woody	<input type="checkbox"/> Aggressive <input type="checkbox"/> Fruity <input type="checkbox"/> Balanced <input type="checkbox"/> Grassy <input type="checkbox"/> Bitter <input type="checkbox"/> Hay <input type="checkbox"/> Bready <input type="checkbox"/> Herbal <input type="checkbox"/> Buttery <input type="checkbox"/> Honey <input type="checkbox"/> Caramelly <input type="checkbox"/> Malty <input type="checkbox"/> Chocolatey <input type="checkbox"/> Nutty <input type="checkbox"/> Citrus <input type="checkbox"/> Peppery <input type="checkbox"/> Coconut <input type="checkbox"/> Roasted <input type="checkbox"/> Coffee <input type="checkbox"/> Smoky <input type="checkbox"/> Crisp <input type="checkbox"/> Spicy <input type="checkbox"/> Creamy <input type="checkbox"/> Sweet <input type="checkbox"/> Earthy <input type="checkbox"/> Toasty <input type="checkbox"/> Floral <input type="checkbox"/> Woody	<input type="checkbox"/> Aggressive <input type="checkbox"/> Fruity <input type="checkbox"/> Balanced <input type="checkbox"/> Grassy <input type="checkbox"/> Bitter <input type="checkbox"/> Hay <input type="checkbox"/> Bready <input type="checkbox"/> Herbal <input type="checkbox"/> Buttery <input type="checkbox"/> Honey <input type="checkbox"/> Caramelly <input type="checkbox"/> Malty <input type="checkbox"/> Chocolatey <input type="checkbox"/> Nutty <input type="checkbox"/> Citrus <input type="checkbox"/> Peppery <input type="checkbox"/> Coconut <input type="checkbox"/> Roasted <input type="checkbox"/> Coffee <input type="checkbox"/> Smoky <input type="checkbox"/> Crisp <input type="checkbox"/> Spicy <input type="checkbox"/> Creamy <input type="checkbox"/> Sweet <input type="checkbox"/> Earthy <input type="checkbox"/> Toasty <input type="checkbox"/> Floral <input type="checkbox"/> Woody

DATE: \_\_\_\_\_ COMMENTS: PLEASE WRITE THEM ON THE OTHER SIDE.

## Be a Belikin Beer Tasting Expert

The first (100) people to complete a Belikin Tasting Notes form will be awarded a FREE Belikin 6-pack. Remember, there are no wrong answers. The deadline for submissions is Friday, 18 June 2021.

### HOW TO PARTICIPATE

Option 1: Fill out the form inserted in your magazine. Once completed, give the form to your P&C Representative. Your representative will email the form to creative@bowen.bz.

Option 2: Scan the QR Code to get a full form and email your completed form to creative@bowen.bz.



The deadline for submissions is Friday, 18 June 2021.



# TOTAL PRODUCTIVE MAINTENANCE THE NEXT STEP

Ricardo Nah | Production Manager  
Wilbert Estrada | TPM Coordinator

In November 2020, we introduced the TPM journey at the manufacturing plants. Later that month, the team scored an impressive 90.9% on a Virtual Gate Review, after which the Pilot Phase Plan was launched. It will focus on adding structure to the TPM fundamental tools introduced in the Preparation/Learning Phase and carrying out several small Improvement projects utilizing these tools.

The objective of the pilot phase is to finalize the learning process, standardize the use and approach, and personalize it for B&B Beverages. This is the final stage of learning and adaptation, as the next phase focuses on continued horizontal expansion across the manufacturing sites. The A-PM Step 0-3 (Autonomous-Professional Maintenance) is crucial for the success of the pilot phase and the starting point for building Professional Maintenance Foundations.

What is the A-PM Step 0-3 Team Route? With the help of the professional maintainers, machines in the Pilot Line (Regular Glass Bottles-Beer Line) were classified and prioritized based on performance and loss data. The Filler was identified, and a detailed route will now start that will focus on bringing the machine back to basic condition in a step-by-step approach.

This involves developing the machine knowledge starting from the professional maintainer, establishing standards on its operation, upkeep, safety, and quality, and equipping our operators to carry out the basic condition up-keeping of the equipment.



## PM Foundations

The next critical activity in the pilot phase is the establishment of PM Foundations (Professional Maintenance). These provide a guide on the eight PM foundations: Lubrication Management, Spare Parts Management, Engineering Workshops, Breakdown Management, Support to AM (Autonomous Maintenance), Maintenance Measurement, Maintenance Management, and Maintenance Workflow. Having a solid maintenance framework is crucial, both during the restoration to basic conditions, primarily for support, and after the restoration is completed for sustainability. This will become the roadmap for the professional maintenance pillar that is pivotal for the TPM program to sustain achievements and improve and accelerate results for a competitive advantage.

## Work-In-Progress at the Workshop

During this phase, other teams are working on focused improvement methodologies such as Change Over Loss Reduction, Extract Loss Reduction, and 5S (Sort, Set in Order, Shine, Standardize, Sustain) for workplace optimization. Coaching, support, and progress auditing are accomplished through a weekly team review "Traffic Light Audit System" approach and active one-on-one support by plant management.

## Sustaining Results

While the teams on the ground and their results are some of the pilot phase's crucial elements, the TPM framework must also be built into our organizational structure for the proper support and people development. ■

# EXCITING NEW PRODUCTS

Leonel Reyes | General Manager

BIG Limited is pleased to announce new additions to our product portfolio. While much of our business has been centred around snacks, BIG is now expanding its product offering, intending to supply everything you need in your home.

To achieve this, we recently added to our portfolio our **Mello Kreem Spread** and **Glow Spread Margarine**. Both products are premium spreads from the Caribbean and are unique on the Belizean market as they have no cholesterol and no trans-fat.

We have expanded our line of **Smart Choice** detergents to now include several dish-washing liquid products, laundry liquid detergents, and fabric softeners.

BIG also now carries a variety of **Swiss** condiments (ketchup, BBQ sauce, mustard, etc.) and pasta, which are renowned for their quality and preferred by consumers in our region. With affordable prices on quality brands you can trust to have in your household, we encourage you to look for these products at a store near you.

And look out for even more new products coming your way from BIG Ltd. ■





# FINANCE & ACCOUNTING:

## Supporting the Growth of the B&B Group

Becky Bernard | Senior Finance Manager

Shajida Dominguez | Finance & Accounting Manager, GJA/BAPCOL

The Finance & Accounting Department has always been crucial in supporting B&B's vision of being the leading production and distribution company in Belize. Our goal is to provide world-class shared services to all B&B companies.

Over the years, the Department has grown to include accounting and finance services, taxation, cash flow management, and investments analysis, and providing support to the Sales, Manufacturing, and People & Culture departments.

This diverse team is constantly adapting to new business ventures. Some of the new endeavours include Cerberus Security, Belize Imports & Goods, Ltd, The Belikin Stores, our new restaurants, and Naybaz Stores. It is a learning experience with the fast-paced changes and new businesses, as we find innovative ways to adapt and meet the standards for excellent service.

The Finance team has undergone previously unheard-of paperless audits, transactions, and other interactions. This change saved the company time and money and guaranteed the immediate availability of data. We also embarked on digital archiving, especially in Accounts Payable. We had previously proposed to the government the submission of



digital files and records and had initiated sending digital forms to Central Bank and tax departments. They refused our requests initially until they finally accepted in March 2020 as an innovative working solution during COVID-19 times.

Another recent project was assisting with the input of new prices in launching the BevCo mobile app. We accurately changed all beverage SKUs from bottle to case price. It was a success with the support of the Sales and IT Departments.

The team has also recently added BEC to its shared service portfolio. After team training in CDK and SAP, BEC accounting now operates under the Shared Service Center.

As part of our commitment to constant improvement, we acknowledge the need to continue developing our team. This development includes training for new tools such as Advanced Excel, TPM, BPO, and costing for exports, and Cost Deployment.

The contributions made by the Finance and Accounting team to B&B are invaluable, and the improvement in quality of service speaks for itself as we continue to strive in our journey of pursuing excellence for a stronger Belize. ■

# BELIZE MAYA FOREST TRUST

Our Jewel is contributing significantly to a healthier world.

Anabella De La Rosa | Lodge Manager, Chan Chich Lodge

Our 'Jewel,' Belize, is known for its dense, lush jungles, but those jungles have come under increasing pressure and are slowly disappearing due to deforestation and other human activities.

In response, a coalition of conservationists joined forces and resources to acquire the Belize Maya Forest, an area of 236,000 acres adjacent to the Rio Bravo Conservation Management Area, nearly doubling its size. It also encompasses the Gallon Jug Estate.

This area is teeming with flora and fauna, and animals such as the jaguar and howler monkey roam freely. It is home to 200 species of trees and over 400 species of birds, which will surely thrill the nature enthusiasts visiting Chan Chich Lodge. With

their natural habitat intact and preserved, populations in this ecosystem will continue to prosper.

This newly protected area is also a natural solution to climate change as carbon dioxide from the atmosphere will now be captured and stored by the trees. Climate change is a global issue, and with the Belize Maya Forest, our Jewel is contributing significantly to a healthier world.

There were many partners, both public and private, that made this possible. Gallon Jug is playing a vital role as our patrols will be safeguarding the area and its biodiversity. This initiative is historic and incredibly exciting for Belize, Gallon Jug Estate, Chan Chich Lodge, the rainforest, and its natural inhabitants. ■







# PERFORMANCE & DEVELOPMENT PROCESS LAUNCHES

Tesha McGann | Talent & Engagement Manager

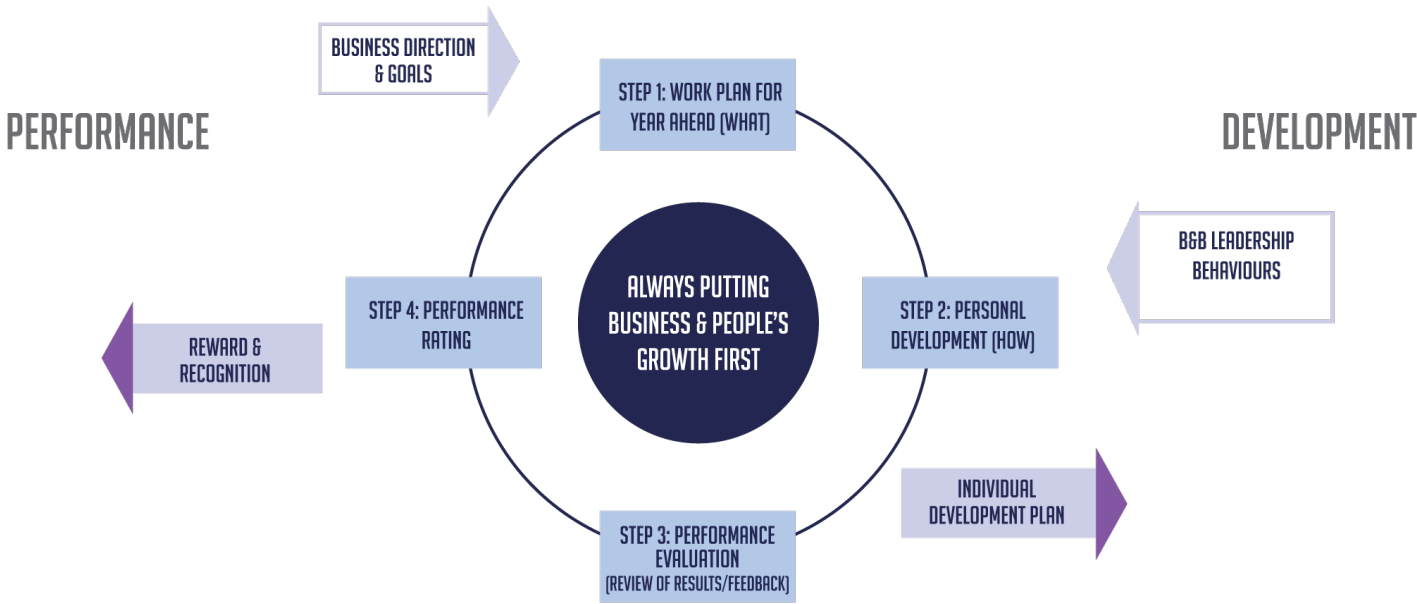
Assessing performance is no easy task but provides great benefits - guiding a team toward excellence by identifying what works and what to improve for growth. People & Culture (P&C) has embarked on a project to do just that, drive people development and performance through feedback and support.

Acknowledging the outstanding contributions of our Members is always a priority at B&B. Equally important is recognizing areas in which our Members can develop, providing the proper guidance and assistance they may need. After evaluating the needs and structure of the organization, the Performance and Development Process (PDP) was explicitly designed for B&B. This tool enables the organization to communicate goals, track achievements, and support the growth of our Members.

Launching in early 2021, the PDP will be deployed in phases, allowing for adjustments as needed as

the program expands to include more Members. To support both the performance and development aspects, the PDP involves great collaboration between Members and their managers to set goals through planning, opening a channel for clear communication on what is expected, and defining how to achieve it. Evaluations are carried out throughout the cycle to measure progress, concluding with the assignment of a final performance score at the end of the calendar year.

P&C is working with Members in this first phase to provide training on the processes and the completion of each step of the cycle. We remain excited about completing the remaining steps in the cycle and expanding the program in 2022. However, the work does not end there, as P&C is focused on People and is always pursuing new and innovative initiatives to benefit our B&B family. ■



Source: | immunology.org

The immune system is a network of cells, tissues, and organs that work together to help fight off infection from harmful bacteria or viruses. When a disease-causing agent, such as a virus or bacteria, invades your body, your immune system recognises it as harmful and will trigger a response to destroy it.

One of the ways your immune system fights off infection is by creating large proteins known as antibodies. These antibodies act as scouts, hunting down the infectious agent and marking it for destruction by the immune system. Each antibody is specific to the bacteria or virus that it has detected and will trigger a specific immune response. These particular antibodies will remain in the immune system after the infection has gone. This means that if the same disease is encountered again, your immune system has a ‘memory’ of the disease and is ready to destroy it quickly before you get sick, and any symptoms can develop.

Sometimes, however, the immune system doesn’t always win this initial battle against the harmful bacteria or virus, and you can become very ill or – in extreme cases – die.

Vaccination is the safest and most common way to gain immunity against a bacteria or virus that your body has yet to encounter. Vaccines contain a harmless form of the bacteria or virus that causes the disease you are immunised against. The bacteria or virus will be killed, greatly weakened, or broken down into small parts before use in the vaccine so that they can trigger an immune response without making you sick. Your immune system will still attack the harmless form of bacteria or virus from the vaccine and produce antibodies to fight it off. The immune system then keeps a memory of the disease, so if a vaccinated person encounters the disease years later, their immune system is ready to fight it off and prevent an infection from developing. ■

## COLLECT & SHARE

Luis Riverol | Brand Coordinator



From February to April 2021, the Coca-Cola and Coca-Cola No Sugar 600ML bottles featured alphabet letters prominently. It was an invitation for all consumers to collect the various letters, build words and phrases, and have a fun new way to share their experiences with their family and friends. Additionally, a few choice words, such as LOVE and HUG, were included to help Coca-Cola consumers better express themselves.

Some popular Social Media personalities also took to Instagram and Facebook to share their creativity while encouraging other consumers to join in the fun. Even our Sales Team participated by building their Coca-Cola displays to feature phrases such as “Enjoy the Flavor” or “Grab One Now!” ■







### Wilbert Estrada | TPM Coordinator

Inspirational – He leads by example and focuses on coaching and mentoring his peers, which his new role demands. Wilbert's leadership in guiding the team in TPM will result in reduced waste and cost for Manufacturing.



### Armando Baeza | Sales Clerk-Parts/Paint

Innovative - Armando was very innovative in finding new ways to mix paint colours to meet customers' requirements when NAPA ran out of key ingredients. Paint is one of the store's primary revenue earners, so Armando's innovation was key to its performance.



### Mariani Riverol | HR Recruiter

Innovative - When faced with the challenge of a new process, Mariani took the lead to ensure accuracy and compliance from B&B. The increased efficiency means better use of resources for the P&C Team and a shorter turnaround time for our clients - B&B Team Members.



### Anivar Bolanos | Warehouse Clerk

Industrious - In every area in which he works, Anivar is always organized and diligent, resulting in time and cost savings for the business. Anivar has shown himself to be reliable and responsible.



### Tevin Choc | Delivery/Warehouse Assistant

Industrious - After having been on the delivery route all day, Tevin will still put in extra hours to assist with picking and loading trucks for the following day. His actions help to ensure that BIG's deliveries move on time every day.



### Romeny Yama | Automotive Technician III

Inspirational - Romeny recently passed the Cummins exam for the ISX class engines and is the only technician certified in Ford, International, and Cummins. This versatility is an asset for the BEC Team and will undoubtedly enhance our service excellence.



### Damaris Yah | Sensory Tech., Quality Assurance

Inspirational - Damaris has demonstrated commitment and leadership in her role. She has also acted as QA Supervisor and performed well. Having been out of the active workforce for ten years and re-entering with such dynamism shows her potential to impact our ongoing commitment to quality.



### Andrew Peck | Plant Supervisor

Innovative - During February 2021, the power plant experienced a major electrical/operational failure. By thinking outside the box, Andrew managed to save the plant from being declared unavailable, saving the company thousands of dollars in charges.



### Herminia Cortes | Cook

Industrious - Herminia reflects the culture to the maximum! She is creative with her menus to not only keep our guests fed but also to impress them. Herminia's efforts have definitely contributed to our exceptional hospitality!



### John Tesecum | Sales Supervisor, Toledo District

Industrious - In the absence of the Sales Supervisor in Stann Creek, John has taken over the entire Southern region sales. He has a positive, dynamic attitude and with each activation, he finds his creative side and shares with the team to continue our work towards excellence.



### Blanca Zabaneh | Business Admin & Asst. SMP Analyst

Industrious - Blanca recognised our need to have additional help with the monthly Social Media Reports and volunteered to start putting together the numbers for the data analysis. She is presently doing 1/3 of the reports in record time, resulting in the entire team operating more efficiently.



### Charles Brooks | Senior Guard

Inspirational - Mr. Brooks continuously inspires his team to carry out their duties with due diligence and to the best of their abilities. His attentiveness and dedication to his role ensure that the Cerberus Team is always operating at its best.



### Eustace Taylor | Primary Distribution Driver

Inspirational - Since implementing our telematics system, Eustace has been our top-performing driver with an almost perfect driver rating. His driving and leadership skills lead to improved truck lifetime, reduced fuel and corrective maintenance costs, and of course, positive teamwork.



### Nelson Brannon | Port Logistics Supervisor

Innovative - Nelson collaborated with the Operations Department at the Port of Belize to ensure no disruption to BSI's shipping schedule due to unforeseen circumstances. He also developed a system to ensure that containers were reconditioned and made available to BSI truckers in much less time. The commission of sugar exports is the largest income stream for BEC's Logistics business.



### Kenrick Samuels | Bartender, Cork Street Whiskey Bar

Innovative - Kenrick is constantly supporting our business in what is most important - exceptional customer service. He is always diligent and dedicated in his craft, making the best cocktail and pouring that perfect beer every time, keeping our customers coming back.



### Bertha Rivas | Brewhouse Bar Assistant

Industrious - Everyone who has had the opportunity to visit the Brewery and particularly the Tap Room at the Main Brewhouse finds it hard to leave. It reflects all the work that Bertha puts into keeping the area in order and her welcoming nature. Bertha's efforts ensure that all activities are successful.

PROUD TO BE... **B&B**



# The Tavern

MAPP STREET, BELIZE CITY

“VOTED  
Best Burgers in Belize City!”



FOOD, DRINKS & A GREAT ATMOSPHERE

...Together AT THE TAVERN

HAPPY BIRTHDAY TO YOU

## JUNE

- |                     |                        |                        |                       |                      |
|---------------------|------------------------|------------------------|-----------------------|----------------------|
| 1 Anastacio Miranda | 7 Dwight Hulett        | 12 Nevahi Peraza       | 18 Lily Herrera       | 25 Kenrick Samuels   |
| 1 Brandon Chuc      | 7 Edwin Bol            | 12 Tyson Ysaguirre     | 18 Marcel Belisle     | 25 Lascelle Erskine  |
| 1 Gilbert Bain      | 7 Kenny Lo             | 12 Victor Jimenez      | 18 Marcelliano Choc   | 26 David Fuller      |
| 1 Jared Latchman    | 8 Guillermo Salguero   | 13 Alfonso Ramclam     | 18 Orlando Borralllos | 26 Keyron Johnson    |
| 1 Josue Novelo      | 8 Salustino Ek         | 13 Charlys Nunez       | 19 Karen Nieto        | 27 Curlin Flowers    |
| 1 Orvin Williams    | 9 Claudio Ferrera Meza | 13 eLise Arelie C.     | 20 Giovanni Cambranes | 27 Kareem Frazer     |
| 1 Santiago Pelayo   | 9 Enrique Montejo      | 14 Daniel Munoz        | 20 Gregory Gongora    | 28 Amir Melendez     |
| 1 Trevon Mitchell   | 9 Roniel Durantes      | 14 Elston Logan        | 20 Gregory Theus      | 28 Ashton Pitts      |
| 2 Dearsy Villanueva | 9 Timoteo Mes          | 14 Kristie Samuels     | 20 Walter Sosa        | 28 Lincoln Bowden    |
| 2 Elsworth Bennett  | 10 Jorge Cardenas      | 14 Solomon Cucul       | 21 Arnett Madrill     | 28 Ricardo Nah       |
| 2 Rony Pott         | 10 Mark Ramclam        | 15 Abner Gomez         | 21 Augusto Chicas     | 29 Andrea Watler     |
| 2 Shaquille Rogers  | 10 Sergio Espadas      | 15 Diamond Hulett      | 21 Cindy Blanco       | 29 Filberto Choc     |
| 3 Jamen Vasquez     | 11 Andrew Peck         | 15 Lincoln Henry       | 21 Lois Campos        | 29 Ivania Sanchez    |
| 4 Barbara Faux      | 11 Gregory Godfrey     | 15 Marcos Balam        | 21 Neima Cermenio     | 30 Adriano Mai       |
| 4 Dareen Hinds      | 11 Hilberto Hernandez  | 16 Anabella De La Rosa | 21 Roberto Briceno    | 30 Esbin Chi         |
| 5 Guadalupe Gomez   | 11 Juan Baeza          | 16 Lewis Gladden       | 22 Anthony Smith      | 30 Manuel Bautista   |
| 5 Kecia Salazar     | 11 Mark August         | 16 Lorena Sermenio     | 22 Paul Smith         | 30 Naomi Almendarez  |
| 5 Norman Revers     | 11 Remy Can            | 17 Christian Gonzalez  | 22 Rhoda Lu           | 30 Raymond Mcfadzean |
| 6 Clarke Young      | 11 Shajida Dominguez   | 17 Evet Hyde           | 23 Ean Rodriguez      | 30 Rueben Coc        |
| 6 Hansel Ciego      | 12 Adonnie Calderon    | 17 Jose Rubio          | 23 Jose Palma         | 30 Samuel Kerr       |
| 7 Akeem Ferguson    | 12 Floyd Robinson      | 17 Roberto Arana       | 24 Shirelle Neal      |                      |
| 7 David Wade        | 12 Keron Herbert       | 18 Ederson Gonzalez    | 25 Dunia Colindres    |                      |

## JULY

- |                      |                      |                       |                         |                      |
|----------------------|----------------------|-----------------------|-------------------------|----------------------|
| 1 Jerome Moir        | 7 Leroy Nicholas     | 15 Edwardo Rodas      | 21 Einar Loria          | 25 Yassir Pook       |
| 1 Lillian Lino       | 8 Fermin Petillo     | 15 Sherlock Ramclam   | 21 Joshua Pipersburg    | 26 Adrian Lisbey     |
| 2 Angel Requena      | 8 Gian Lopez         | 16 Amelio Uh          | 21 Lenford Burgess      | 26 John Tesecum      |
| 2 Jimmili Joseph     | 9 Derrick Gordon     | 16 Edga Morales       | 22 Alejandro Esquiliano | 26 Leonardo Moh      |
| 2 Kevin Bowen        | 9 Ezer Castaneda     | 16 Eric Johnson       | 22 Alex Robinson        | 26 Leonardo Pineda   |
| 2 Peter Makin        | 10 Albert Tasher     | 16 Richard Young      | 22 Israel Villamil      | 27 Eustace Taylor    |
| 2 Rugeiri Ramirez    | 10 Carlos Reyes      | 17 Alejandra Villamil | 23 Alex Flowers         | 27 Juan Orellana     |
| 3 Clinton Davis      | 10 Carol Leslie      | 17 Henry Ortiz        | 23 Denny Pech           | 28 Kenrick August    |
| 3 Fred Lofter        | 10 Humberto Vasquez  | 17 Ilsa Marin         | 23 Dylan Johnson        | 28 Ricardo Carrillo  |
| 3 Jaime Trujillo     | 11 Filiberto Coh     | 17 Jamel Arnold       | 23 Emdela Madrill       | 28 Rigoberto Cocom   |
| 3 Lawrence Swift     | 11 Reynelda Barona   | 17 Leonel Reyes       | 23 Jacqueline Valdes    | 29 Aaron Meighan     |
| 4 Osmin Canto        | 12 Andrew Bethran    | 18 Edison Robinson    | 23 Marcello Blake       | 29 Christian Chi     |
| 4 Simeon Baptist     | 12 Andry Durantes    | 18 Oswaldo Bolanos    | 23 Mayro Echeverria     | 29 Leidy Jones       |
| 5 Jarell Berry       | 12 Nataniel Carrillo | 19 Curtis Lewis       | 23 Nahzeem Sutherland   | 29 Basilio Chi       |
| 5 Jerome Gakpe       | 12 Shawn Tillett     | 19 Danny Torres       | 23 Natalie Grange       | 30 Ian Ford          |
| 5 Tori Gillett       | 13 Johnny Rivera     | 19 Luis Riverol       | 24 Earlette Rosado      | 30 Kingsley Williams |
| 6 Nisa Chi           | 13 Joshua Mckenzie   | 20 Diagustini Patt    | 24 Edgar Medrano        | 30 Simon Castillo    |
| 6 Shajida Meighan    | 13 Melvin Harris     | 20 Keith Lopez        | 25 Charles Reynolds     | 30 Tanya Thompson    |
| 7 Jonathan Cassanova | 13 Santiago Jimenez  | 21 Brandon Santos     | 25 Hilberto Swasey      | 31 Alejandro Garcia  |
| 7 Kerwin Jimenez     | 14 Romeny Yama       | 21 Branny Hernandez   | 25 Rakeem Vernon        | 31 Cindy Tot         |

## AUGUST

- |                      |                    |                     |                       |                      |
|----------------------|--------------------|---------------------|-----------------------|----------------------|
| 1 Andy Lanza         | 5 William Morales  | 12 Kenny Canto      | 19 Giovanni Cuellar   | 25 Randee Longworth  |
| 1 Berthfield Andrews | 6 Derrick Young    | 12 Ronaldo Cruz     | 19 Luis Canul         | 26 Brenton Bainton   |
| 1 Bruce Thomas       | 7 Hilario Carlos   | 12 Thomas Coleman   | 19 Luis Pott          | 26 Robert Hower      |
| 1 Marleny Lemus      | 7 Leonel Robinson  | 13 Ashley Cho       | 19 Shantel Gillett    | 26 Ryne Richards     |
| 1 Roger Cruz         | 8 Alester Perez    | 13 Luigi Chan       | 20 Frank Chan         | 26 Yona Coc          |
| 2 Angel Tellez       | 8 Amir Pasos       | 14 Everaldo Puck    | 20 Winston Davis      | 27 Juan Quinctue     |
| 2 Daniel Mendez      | 8 Jose Monroy      | 14 Ian Rodriguez    | 21 Elinora Carrillo   | 28 Augustine Noralez |
| 2 Jorge Oliva        | 8 Magda Blanco     | 14 Roberto Reyes    | 21 Michael Acosta     | 28 Luis Romero       |
| 2 Jose Chirinos      | 9 Azariel Medina   | 15 Angel Novelo     | 21 Pablo Valerio      | 29 Edwin Vasquez     |
| 3 Berlitz Martinez   | 9 Chris Engleton   | 15 Emir Narvallez   | 22 Elester Flores     | 29 Leonel Gallego    |
| 3 Gelmuth Samayoa    | 9 Rebecca Cucul    | 15 Sergio Samuels   | 22 Kriston Thomas     | 30 Aldair Cowo       |
| 3 Jose Marroquin     | 9 Richard Valerio  | 15 Thomas August    | 22 Michael Bowen      | 30 David Kelsey      |
| 4 Cesar Sosa         | 10 Kimberly Garcia | 16 Olvin Urias      | 23 John Crawford      | 30 Maricruz Moh      |
| 4 Cristian Magana    | 11 Henry Guy       | 17 Arnold Cu        | 24 Bartolome Carrillo | 30 Mark Usher        |
| 4 Daniel Magana      | 11 Rohan Gillett   | 17 Carmen Jones     | 24 Maverick Albeno    | 30 Ornan Avila       |
| 4 Milton Coc         | 12 Conroy Dixon    | 17 Jacinto Villamil | 25 Brianna Evelyn     | 30 Rosario Reyes     |
| 5 Armando Guzman     | 12 Gayland Gillett | 17 Tyrese Oliva     | 25 Ernesto Cano       | 31 Gilbert Lord      |
| 5 Kenroy Meighan     | 12 George Mendez   | 18 Alexander Delcid | 25 Owen White         |                      |
| 5 Nathan Aldana      | 12 Ivor Nicholas   | 18 Walter Ramirez   | 25 Randa Pinelo       |                      |

From your **B&B** family





## BEER PUNCH

Beer Punch is a super simple and refreshing cocktail with just three simple ingredients!

PREP TIME: 5 minutes  
TOTAL TIME: 5 minutes

### INGREDIENTS

- 2 cups pineapple juice
- 2 cups Schweppes ginger ale
- 4 Belikin Beers  
fresh pineapple for garnish - optional

### INSTRUCTIONS

1. Pour pineapple juice and ginger ale into a pitcher.
2. Top with beer and stir to combine.
3. Serve over ice or chilled.
4. Garnish with fresh pineapple if desired.

Source: Adapted from Miss in the kitchen

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Ideas, Suggestions, Concerns, & Thoughts

### Your feedback is our priority!

Please share with us your ideas, suggestions, concerns and thoughts about B&B. Contact us through the link below or by scanning the QR code. You can submit this 100% anonymously, or you have the option of adding your name.



[www.bowen.bz/bnbsuggest](http://www.bowen.bz/bnbsuggest)

## YOU MIGHT BE A CRUFFY IF...

Comedian Jeff Foxworthy took the historically derogatory slang term "Redneck" as a badge of honour, which led him to create his famous joke series, "You Might Be a Redneck If..." In that same light, we have Cruffy, which is defined below by the Caribbean Dictionary. What is your best "You Might Be a Cruffy If..." joke?

The best jokes will be posted for voting, and the top three will receive prizes.

Cruffy - Noun

a: people of the country of Belize, no particular race or culture specified. b: known for colourful vocabulary and unique individualism c: extremely curious lot and opinionated, especially in matters not concerning them.

Caribbean Dictionary

(<http://wiwords.com/word/cruffy>)



SCAN CODE  
TO ENTER



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The Belikin Brewery

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