

B&B

Quarterly



We're here
for the
BEER!

LIGHTHOUSE
Lager



An exciting look at B&B and its
Team Members across Belize!

CONTENTS

04 MESSAGE FROM CEO
I am Iron Man. 

06 WE ARE ALL THE BRAND
We each play a part.

07 BELIKIN BASH
Join the fun!

08 BEC KIA REBRAND
Movement that Inspires.

09 HOW DO VACCINES WORK

10 PEOPLE & CULTURE
Keeping up with business.

12 WE'RE HERE FOR THE BEER
Shine On!

14 GJA WATER REPLENISHMENT
Caring for a shared resource.

15 SAP PROJECT SYSTEMS
Improving efficiency.

16 CYBERSECURITY
Everyone's business.

18 BELIKIN FAMILY LABELS
A fresh new look!

20 i³=WE
i³=WE awardees - Living the Culture.

22 BIG SELECT COFFEE

23 BIRTHDAYS

24 SUN SAFETY

24 YOU MIGHT BE A CRUFFY IF..

SHINE ON
12



I AM IRON MAN

Michael H. M. Bowen | President/CEO

Thanos reduces the Avengers headquarters to rubble, splitting the team in his quest to use the Infinity Stones to destroy the universe and create the one in his vision. Rogers, Thor, and Stark fight Thanos one-on-one, with Rogers confirming Thor's theory that he is worthy of wielding Mjolnir (the hammer), but they are bested by Thanos. Soon after, Thanos' army lands on Earth, and during a lengthy battle, Thanos wrestles with numerous Avengers for the Infinity Stones.

Thanos orders his ship to fire multiple energy blasts when Captain Marvel appears, taking out Thanos' ship. While fighting for control of the gauntlet, Stark uses his nanotech to manoeuvre the Infinity Stones from Thanos' hand to his own. Defiantly Stark states, "I am Iron Man." Stark snaps his fingers, using the Infinity Stones to turn Thanos and his entire army into dust. Resulting in Stark dying from exposure to the Infinity Stones' radiation...

This is the climactic finale of Avengers: Endgame (2019), heralded as the best movie in the Avengers series.

Tony Stark's "Iron Man" character arc over ten Marvel movies takes him from being a warmongering womanizer to a committed husband and the ultimate hero. And in this final scene, Stark sacrifices himself to save the universe, leaving grown men to shed a quiet tear and dream of being Tony Stark.

What if I told you we could all be Tony Stark? Would you believe me?

We can...

But instead of Infinity Stones, it is with a COVID-19 Vaccination. And instead of dying from radiation poisoning, you might have a sore arm and possibly a slight cold, which is typical for any vaccine, whether it be Chickenpox, Measles, Mumps, Rubella, or Polio.

This analogy is a little dramatic but thematically accurate. How vaccines work is by helping your immune system develop immunity to a particular disease. It does not mean you cannot become infected, but it increases your resistance and prevents serious infections.

| COMPANY | Headcount | Unvaccinated # | % | First Dose # | % | Second Dose # | % |
|-------------------------|-------------|----------------|-----------|--------------|------------|---------------|------------|
| BAPCOL | 15 | 1 | 7% | 14 | 93% | 6 | 40% |
| Belize Brewing Company | 871 | 70 | 8% | 801 | 92% | 218 | 25% |
| BIG | 20 | 1 | 5% | 19 | 95% | 4 | 20% |
| Bowen & Bowen | 47 | 1 | 2% | 46 | 98% | 20 | 43% |
| Cerberus Security | 84 | 1 | 2% | 82 | 98% | 11 | 13% |
| Gallon Jug Agroindustry | 70 | 9 | 13% | 61 | 87% | 43 | 61% |
| R & B Group | 64 | 5 | 8% | 59 | 92% | 6 | 9% |
| Belize Estate Company | 67 | 3 | 4% | 64 | 96% | 31 | 46% |
| Grand Total | 1238 | 92 | 7% | 1146 | 93% | 339 | 27% |

*As of August 20th, 2021.

“Go get vaccinated!”

And while individuals who are healthy and without pre-existing conditions might believe they don't need to be vaccinated, others are elderly, sickly, and with pre-existing conditions, who need all of us to be their Iron Man.

The vaccine will not make COVID-19 disappear, but it will reduce incidences of severe infection and save lives. And ultimately will result in the removal of the restrictions we all face with curfews, bans on gatherings, reduction of church services, etc.

Over two hundred virus strains cause the common cold, of which many are coronavirus strains. Long ago, people would die from these viruses, but today

seldomly does anyone die from the common cold. Reducing the risk of death eliminates fear. So let's all get vaccinated and reduce the risk of dying from COVID-19, which will eliminate the fear and allow us to enjoy once again the freedoms of being Belizean and living in Belize.

Out of 1238 Members, 92 Members have not been vaccinated. Some of these are because they've recently recovered from COVID-19 and need to wait before getting the vaccine. A handful of others have a medical condition restricting their ability to get vaccinated. As for the remainder... Go get vaccinated! ■





WE ARE ALL THE BRAND

Mark Denton | Chief Marketing Officer



For many of us, when we think about what makes up a brand, we immediately think about the product, the packaging, the commercials, or the promotions. And these are all essential parts of any brand. However, we often overlook a critical element - the actions and attitude of the members of the organization. Regardless of where we work in our respective companies, each of us is part of every brand we sell. Whether it's product-based brands like Belikin, Coca-Cola, Ford, Napa, Holiday, or Gallon Jug, or service-based brands, such as Chan Chich, The Tavern, or National Rent a Car, we all represent the brands we sell and play a role in the development and strengthening of the value of those brands.

All the interactions we manage with retail customers, patrons, consumers, suppliers, service providers, or even internally project an image on the brands we offer. We can sell the best quality products at great prices with fantastic advertising, but if a person receives poor service, is disrespected by anyone in our organization, or sees one of our members acting recklessly, that is all that person will remember. And they will be hesitant to purchase our brands in the future. Fortunately, the opposite is also true. A well-managed, well-treated consumer, customer, or supplier will connect that experience to our brands and will feel favourably about purchasing one of our offerings. Furthermore, members who project a positive, service-based attitude and act responsibly will invariably have stronger results and help continue strengthening our brands and our company.

So remember, whether you are marketing our products or services, providing maintenance on a vehicle or equipment, answering the phone, transporting product across the country, tending the farm, pouring beer in one of our restaurants, preparing financial reports, designing a new poster, sanitizing a production line, managing inventories, or any other of the thousands of functions within the organization, always respect others, try to anticipate their needs, provide a quality interaction, and treat them as you would like to be treated. We are all the Brand! ■



Luis Riverol | Brand Coordinator

Belikin is Belizean in all that we do. "Giving back through music" is one of the many ways that we connect with fellow Belizeans, and this year we plan to share that with not only those at home but everyone across the globe through Sir Barry's 2021 Belikin Digital Bash.

Day 1 premieres Thursday, September 16, with an epic collaboration from J. Cas, Denise Castillo, Kylon Eiley, all backed up by Centa Stayge Band. Next will be the 2021 DJ Championship Winner, DJ Moombah, closing with Belize's sweetheart Marlyn Vansen.

Day 2 begins with the Number One Band in the Land - Gilharry 7, followed by Night Quest - the epic EDM DJ - and closes with Sweet Pain 3.0.

Day 3 starts with Super Furia, straight out of Shuga City, followed by Evolution Sounds, and ends with the General himself, Supa G.

Join the party on Colorblind TV, Channel 5, Channel 7, LoveTV, TNC10, Centaur, and Belikin's Facebook and Youtube Page.

Bash Fans can continue to relive the excitement by viewing the videos, which will be posted on all Belikin Social Media pages. ■

KIA BRAND RELAUNCH

Movement That Inspires

Ellis Sanchez | Marketing Manager

Founded in 1944, Kia has been in the 'movement' industry for more than 77 years, with over 52,000 employees worldwide, a presence in more than 190 markets, manufacturing facilities in six countries, and selling around three million vehicles annually.

In January 2021, Kia revealed its new corporate logo and global brand slogan, "Movement that Inspires," which signify the automaker's bold transformation and all-new brand purpose. It represents Kia's ambitions to establish a leadership position in the future mobility industry and offer customers value through products and services.

The new logo was unveiled during a record-breaking pyrotechnic display in the skies above Incheon, Korea. The event saw 303 pro drones launching hundreds of fireworks in a synchronized artistic show and celebrating Kia's new beginning. The display set a new Guinness World Record for 'Most unmanned aerial vehicles (UAVs) launching fireworks simultaneously.'

The rhythmical, unbroken line of the logo, which resembles a handwritten signature, conveys Kia's commitment to bringing moments of inspiration, while its symmetry demonstrates confidence. In addition, the rising gestures of the logo embody Kia's rising ambitions for the brand and, more importantly, what it offers customers.

"Kia's new logo represents the company's commitment to becoming an icon for change and innovation,"

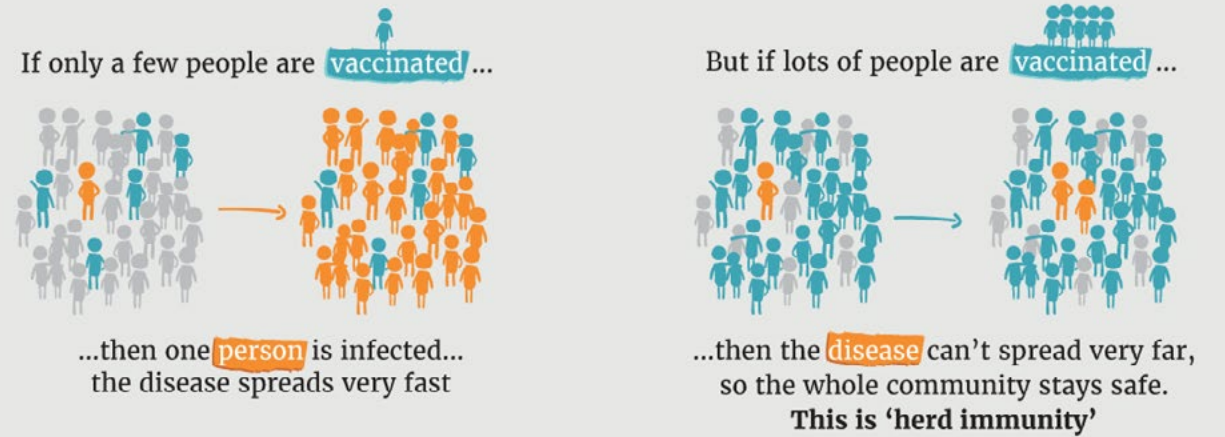
said Ho Sung Song, Kia's President and CEO. "The automotive industry is experiencing a period of rapid transformation, and Kia is proactively shaping and adapting to these changes. Our new logo represents our desire to inspire customers as their mobility needs evolve and for our employees to rise to the challenges we face in a fast-changing industry."

The launch of the new logo follows the announcement of Kia's 'Plan S' long-term business strategy, which started in 2020. Under Plan S, Kia, among other objectives, endeavours to take a leading position in the global car market and focuses on popularizing electric vehicles and introducing a broad range of mobility services tailored to meet varied needs and tastes. This relaunch signals BEC's movement into the electric vehicle segment.

Belize's only Authorized Kia Distributor, BEC, has also embraced the change by launching a new Kia Facebook page, Instagram Page, and website which will be available in a few weeks. The obsolete Kia images around the dealership are also being replaced and will complement the new 2022 Kia Sorento launch in the weeks to come. ■



What is 'herd immunity'?



#CelebrateVaccines  www.immunology.org

Source: immunology.org

HOW DO VACCINES WORK?

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 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. However, 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. ■



EVOLUTION OF THE P&C BUSINESS PARTNER

On Top Of The Game

Evita Romero | People & Culture Director

People & Culture (P&C) operates from the Corporate office and works to ensure B&B Members have the resources and tools to thrive personally and professionally. From P&C's inception, it was recognized that having onsite representation was a must to serve our members across the country effectively. Due to their knowledge of operations and connection to the workforce, it was determined that the best-suited candidates for this role were our Office Administrators, who were then appointed as HR Liaisons.

In the beginning, the HR Liaisons were more focused on compliance, which is vital to any operation; however, as P&C expanded over the years, so did the role of the HR Liaisons. The implementation of automated P&C processes reduced the level of manual administration required. The HR Liaison role had evolved to HR Representative and supported the business needs through HR services to drive results.

Through years of experience, the HR Representatives have built partnerships to deliver value-added service to management and Members that reflect the organization's business objectives. Apart from their daily office responsibilities, they effectively resolve complex employee relations concerns, provide performance management and policy guidance, keep Members informed, improve work relationships and morale. More than sharing information and being liaisons, this team uses their expertise and professionalism to ensure business continuity by building connections with the most important assets of our company: our people. For this, we would like to recognize them as business partners...P&C Business Partners.

P&C Business Partners, thank you for always being "On top of the game" because we could not do what we do every day without you. ■

The 2022 Sportage



MORE ELECTROLYTES
MORE
POWER

We're here for

the BEEER!

Shelley Bowen | Chief Creative Officer

If you stroll along the coast of Belize City, you cannot miss the Baron Bliss Lighthouse near Fort George. This tall, tapered red-and-white structure is a storied landmark of Belize...not just a beacon for ships but also a monument to one of our country's greatest benefactors.

Baron Bliss was born Henry Edward Ernest Victor de Barreto in England in 1869. He inherited his fortune from his great-uncle, a manufacturer of flintlock mechanisms for rifles, and his title and name from his cousin, the Baron do Alreyo of Portugal. Despite the terms of his inheritance, he reverted to his family name of Bliss after the death of his father in 1890.

An engineer by trade, Baron Bliss was drawn from an early age to the sea and was an avid sailor and fisherman, which he passionately pursued even after polio left him confined to a wheelchair in 1910. After World War I, he retired to a life of leisure, which he spent sailing and fishing aboard his steam yacht, the twin-screw Sea King (which was specifically designed for shallow tropical waters). Baron Bliss spent most of the next several years in the Bahamas, with stopovers in Trinidad and



Jamaica. He eventually accepted an invitation from Willoughby Bullock, the attorney general of what was then called British Honduras, to explore this country's excellent fishing. The Sea King arrived in Belize Harbor in January of 1926 and anchored off Fort George, where he had a commanding view of what was then the small colonial outpost of Belize City.

Ironically, Baron Bliss never came ashore in Belize...after several weeks of sailing the coastline and fishing the Cayes with locals in a launch (also dubbed the Sea King), he fell ill and was told he had just a short time to live. However, his brief time here obviously made a strong impression. In February, he summoned the Governor of British Honduras to announce that he was changing his will and would leave his fortune (BZ\$1.8 million, or BZ\$28.6 million today) to fund cultural projects here. He died on March 9, 1926.

The Baron Bliss Trust continues to have an impact in Belize almost a century later. It funds noble endeavors, including an annual regatta on National Heroes and Benefactors Day (established initially as a tribute to Bliss), the Bliss Institute (a theatre and museum in Belize City) and the Bliss School of Nursing.

Per the terms of his will, Baron Bliss was laid to rest in the base of the lighthouse which bears his name and is also the namesake of Belize Brewing Company's Lighthouse Lager. Perhaps you'd care to raise one in his honor.

And if that fresh taste inspires you to become a Cicerone, a beer tasting expert, take a minute to fill out our tasting form and submit it by email or in person. The first hundred submissions will be gifted a six-pack of Lighthouse and a Cicerone Certificate. ■

LIGHTHOUSE TASTING NOTES

| | | | |
|-------------------------|--|--|--|
| NAME [] | AROMA <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"/> Skunky <input type="checkbox"/> Cmp <input type="checkbox"/> Spicy <input type="checkbox"/> Creamy <input type="checkbox"/> Sweet <input type="checkbox"/> Earthy <input type="checkbox"/> Tasty <input type="checkbox"/> Floral <input type="checkbox"/> Woody | TASTE <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"/> Skunky <input type="checkbox"/> Cmp <input type="checkbox"/> Spicy <input type="checkbox"/> Creamy <input type="checkbox"/> Sweet <input type="checkbox"/> Earthy <input type="checkbox"/> Tasty <input type="checkbox"/> Floral <input type="checkbox"/> Woody | BODY 1 2 3 4 5 LIGHT ← → FULL |
| ALC./VOL. [] | VISUAL | DRINKABILITY 1 2 3 4 5 LOW ← → HIGH | FINISH 1 2 3 4 5 SMOOTH ← → HARSH |
| DATE [] | CLARITY 1 2 3 4 5 CLEAR ← → HAZY | | |

COMMENTS: PLEASE WRITE THEM ON THE OTHER SIDE.

HOW TO PARTICIPATE:
Click [here](#) to get a full form and email your completed form to creative@bowen.bz

The deadline for submissions is Friday, 15 October 2021.

“The weather is here, I wish you were beer!!!”

Jeddiah Vasquez
Gallon Jug Poster competition winner
Depiction of how to protect our environment



COCA-COLA WATER REPLENISHMENT PROJECT

Jinel Cruz | Office Administrator

The water replenishment project is a worldwide initiative by the Coca-Cola Company. It aims to return to nature the amount of water equivalent to what it uses in finished beverages and production and maintain watershed health.

We are proud that Gallon Jug Estate is part of this project as the Sylvester River runs through the property and forms a part of the Rio Hondo watershed. The project intends to protect and conserve biodiversity and ecosystems within the 100-hectare land area. Maintaining forest cover on the property is essential to maintaining water quality and quantity for agricultural and domestic use in surrounding communities. There are protocols in place for water quality and quantity monitoring and reporting.

This program ensures the continuous protection of a water resource, biodiversity, and carbon sequestration – the process of capturing and storing

atmospheric carbon dioxide and contributing to reducing global climate change.

The residents of Sylvester Village have assisted in keeping the water clean and contamination-free. The area will also be protected from logging activities.

The Coca-Cola Company invited the Casey Community School students to participate in a water replenishment poster competition. The kids were super excited to express their ideas on how to protect the river. They illustrated how they imagine the river would look protected, a dream river they wish to see, and comparisons between a protected and unprotected Sylvester River. It is important that the children are aware of and participate in this project to safeguard the river, land, and fauna from pollution, deforestation, and degradation now and in the future. ■

SAP PROJECT SYSTEMS

Johann Hall | Project Finance Analyst

Samarie Samos | Export Manager

Guided by its mission statement, “Pursuing Excellence for a Stronger Belize,” and its core principles and pillars, B&B has continued to drive growth by diversifying its portfolio and venturing into new and exciting areas of business. All this growth required a dedicated team and specialized software to manage the many components of the various projects that occur simultaneously.

In 2019, the Research and Development (R&D) Department was formed to oversee project development – from information technology and optimization projects to entry into entirely new markets. As initiatives multiplied and became more complex, it was apparent that a control and management tool was needed to streamline the numerous parts of each project and make them easily accessible for quick decision-making. These parts include delivery timeline control, cost control, asset control, and many others.

The business decided to implement the SAP Project Systems (SAP PS) module, ending the previous practice of managing projects through the IO module

in SAP, which involved manual data entry, tracking, and reporting using Microsoft Project, Excel, and PowerPoint. The R&D Team previously spent many hours navigating through project information as it was never accessible in one place, which also meant that reporting on project progress was often delayed.

The SAP PS uses Work Break-Down Structure (WBS) Elements to synchronize data and allocate and track costs for each project component as it is posted. It also can be adapted to the existing SAP PRODUCTION (SAP PRD), integrating other functions to provide a seamless process and workflow, allowing the company to take full advantage of PRD. As a result, efficiency has improved and errors reduced, as stakeholders can now view real-time data and the entire project structure via SAP PRD at any time.

The R&D Team is extremely excited about the activation of this tool and looks forward to rolling out the accessibility and visibility to all project owners across all business units. ■





A REFRESHING NEW LOOK

B&B Beverages

Belikin has always stood for the things we love about being Belizean – our passion for celebrating life, our sense of togetherness, and our strength in challenging times. For more than fifty years, Belikin has been The Beer of Belize®, and our iconic brown bottle a symbol of national pride.

This pride drives us to pursue excellence relentlessly and continue strengthening our connection with Belizeans. With that in mind, Belikin updated its look with a clean, contemporary label with a modern feel, which does not stray away from the classic design that our consumers have always

known and loved. Belikin's new label reflects our shared feelings of confidence and optimism, with just a touch of nostalgia.

Because not everything made in Belize is *Made of Belize*®, Belize Brewing Company takes pride in being Belizean, Family Owned and made for Belizeans by Belizeans. We know our consumers embrace Belikin as a part of Belize. The new label for the Belikin Family of beers gives the nod to our history, signals that Belikin is focused on the future, and has an unwavering commitment to representing the best of Belize. ■

[Click to view the 2021 New Label Video](#)

JOIN US FOR BRUNCH

SATURDAY & SUNDAY
10AM - 1PM

LUNCH MENU AVAILABLE AT 11AM



Di BRUWRY RESTAURANT

OLD AIRPORT ROAD | LADYVILLE, BELIZE

615-4127

DI BRUWRY

DIBRUWRY



Ricardo Diaz | Coffee Roaster

Inspirational - Whenever Ricardo has time away from his roasting and packing duties, he is always willing to help with any tasks in the fields. He is one of the few persons that still climbs the mango trees to harvest and is a productive harvester despite getting up there in years. Ricardo assists with planting, sign making and will even volunteer to spray herbicide and prune trees at the cacao and plantain plantations. His versatility and willingness to help are important in ensuring that jobs are completed, resulting in time and resource savings for the business.



Margarita Sutherland | Customer Service Representative

Industrious - For the past three years, Margarita has been handling calls for many Departments and Companies in the B&B Group. She also responds to B&B Corporate FB page requests and queries and processes orders in the Home Delivery program. Margarita is also a key part of the team that resolves product availability, product quality and service complaints. Her contribution ensures that Group customers receive timely responses and top-notch service.



Frank Rodriguez | Network & Computer Technician

Industrious - The IT team is often required to work outside of normal hours to ensure that problems are addressed, keeping the system running at optimum capacity. As a part of the team responsible for this, Frank has always made himself available whenever called upon. He is always willing to go the extra mile to get the job done to the highest quality. Frank's diligence not only helps the IT Team to meet its deliverables, but ultimately results in seamless system operation for all of us.



Vanessa Garcia | Senior Buyer

Innovative - Vanessa's dedication to excellence is reflective of what is expected from the i3 Culture. The perfect example is the recent global shortage in shipping containers which is creating supply-chain issues. Vanessa has been instrumental in negotiations with all stakeholders to ensure delivery of key raw materials for the successful launch of new products in the coming months. She has also been integral in ensuring a second supply for 5-gal water bottles to reduce the current out of stock issues. She is the motor that drives the department and ensures that business can continue uninterrupted.



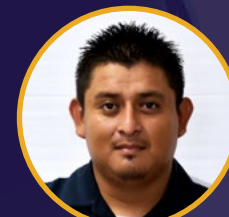
John Palacio | Media Specialist

Inspirational - John celebrates his team members' successes and inspires all of us to be our best. He is consistently positive, compassionate, and supportive. This support inspires us to take risks, be more creative, and feel safe in the process. He is a man of integrity, and we all rely on him. Being a part of a team is about your quality of work but also how you inspire and encourage your colleagues.



Antonio (Tonito) Monroy | Gardener

Inspirational - Some people are truly a pleasure to work with, and Antonio is definitely one of them. Besides helping the cowboys during slaughter and raising the chickens and ducks, Antonio grows all the vegetables. He ensures that everyone is kept informed of what is available at any time. However, what truly makes him inspiring is his positive attitude and willingness to help at any time. These qualities make regular tasks flow more smoothly and keep the farm running efficiently.



Luigi Chan | Delivery Supervisor (OWSC & CZSC)

Industrious - Luigi consistently rises to the challenge when our customers need to receive their orders on time. Covering a huge market territory (from Orange Walk to Corozal and back), Luigi has pushed making deliveries until the last ordered case has been delivered. His dedication to getting the job done and meeting his customers' needs are worth recognizing for both the impact on customer service and the company's performance..



George Mendez | Preseller, CZSC

Innovative - George has honed his sales skills by understanding and satisfying his customers' wants and needs. He is recognized for his dedication and commitment to ensuring that he meets his monthly targets by finding creative ways to sell and surpass his targets and close his deals to everyone's satisfaction. Keeping customers happy and engaged is the key to George's success and the success of the entire Sales Centre.



Reynelda Barona | Health, Safety & Environmental Coordinator

Innovative - Reynelda has contributed to the ZERO accidents goal at the plants by implementing Safety Week and appointing safety ambassadors. She has also demonstrated her skills through her presentation on Covid-19 management, which was recognized in the May Coca-Cola Virtual Audit as one of the best. In addition, Reynelda has worked to encourage vaccinations at the plants, and the team there has already surpassed the 70% target.



Oral Garcia | Senior Guard

Inspirational - Oral is a leader that demonstrates responsibility and reliability in every aspect of his job. Whether standing in as Supervisor or in any area in which he works, he is diligent in scheduling guards, managing issues, and training recruits. As a result, everyone feels comfortable going to him with questions or concerns, and he commands respect by putting in extra time wherever needed and leading by example. Oral is an inspiration for others, resulting in cost savings for the business and improved guards' performance.



Christian Wade | Rental Service Agent

Inspirational - Christian is responsible for cleaning and readying the fleet but does far more. He often assists with other Rentals and BEC tasks and fills in for Rental agents when they are out while still doing his duties. Chris has excellent PR and has been recognized by many customers for his professionalism and friendliness.



Eric Tzib | Line Cook, Di Bruwry

Innovative - Eric has been with Di Bruwry since the opening of the restaurant in January. He continues to excel in his performance and training and continues teaching new kitchen employees the Di Bruwry way. He has helped to build a great team in the kitchen. During Di Bruwry's Lobster Fest, Eric took it upon himself to assist the Head Chef with his innovative recipes for the lobster menu, all of which were approved by management and loved by the guests.



Brandon Santos | Preseller, SPSC

Innovative - Brandon joined the San Pedro team as Merchandiser and was recently promoted to Preseller for Caye Caulker. This past month he showed his creativity in the trade when setting up displays to grab consumers' attention in the market. He focuses on maximizing sales opportunities while using push and pull strategies and employing his trade marketing skills (creativity) to reach his targets.



Leonel Reyes | General Manager

BIG Limited is excited to announce its very own coffee brand – BIG Select Coffee. This quality coffee will initially be available in one-pound and three-pound packages and will be one of several new products under the BIG Select private label brand. The line of products offers consumers quality options and smart value. Look out for BIG Select products at major retailers across the country. ■

Birthday Greetings from your **B&B** Family

SEPTEMBER

- | | | | | |
|---------------------|------------------------|----------------------|----------------------|----------------------|
| 1 Ivan Harvey | 6 Tasha Jerguson | 11 Dario Westby | 16 Jasmin Gomez | 24 Tyrae Smith |
| 1 Dominique Wade | 6 Christian Mena | 12 Jesus Westby | 17 Leon Murillo | 25 Arely Chi |
| 1 Allan Pandy | 7 Delroy Young | 12 Eric Garbutt | 17 Edward Castillo | 25 Arthur Tillett |
| 1 Herbert Francis | 7 Ronnie Leiva | 12 Jaheel Lamb | 18 Nereign Borland | 26 Seaford Bennett |
| 1 Nahaman Gutierrez | 7 Alfredo Chan | 12 Alpheos Edwards | 18 Elias Young | 26 Hugh Williams |
| 1 Eldon Brown | 7 Armin Gonzalez | 12 Dylan Howe | 18 Clive Witty | 26 Nicole Augustine |
| 2 Trevin Fisher | 7 Victor Martinez | 13 Alfredo Cassanova | 18 Ryan Gregorio | 27 Wayne Jones |
| 2 Ana Dawson | 7 Freddy Elesen | 13 Darren Flowers | 19 Luis Saquic | 27 Edward Halliday |
| 2 Marlon Reyes | 7 Eliseo Manzanilla | 13 Earl Requena | 19 Jaime Pech | 27 Lloyd Thomas |
| 2 Johnny Alvarez | 8 Kristopher Jeffords | 13 David Vasquez | 20 Tevin Robinson | 27 Beryl Pook |
| 4 Errol Pandy | 8 Noemi Flores | 13 Jason Novelo | 20 Steven Belisle | 27 Mark Denton |
| 4 Amir Garcia | 8 Calbert Neal | 13 Justo Reyes | 20 Demetri Allen | 27 Angelina Novelo |
| 4 Stacey Kingston | 8 Michelle Gillett | 14 Johansson Rodas | 21 Idania Teck | 27 Tiffany Avalos |
| 4 Daniel Chen | 9 Richard Gale | 14 Alfredo Guemez | 21 Mauricio Alvarado | 28 Oscar Perez |
| 4 Detriel Bermudez | 9 Edel Chan | 14 Gildo Miranda | 21 Joel Montes | 28 Adriel Tun |
| 5 Naigel Cabanas | 9 George Coc | 15 Aron Stephen | 22 Clive Reyes | 29 Wilbert Terry |
| 5 Jose Miranda | 9 Glen Swazo | 15 Arlene Castillo | 22 Jorge Miranda | 29 George Alvarez |
| 5 Eder Pott | 9 Vanessa Bowman | 15 Sheylon Matthews | 22 Mauricio Calderon | 30 Deshon Rowland |
| 5 Rene Rodriguez | 9 Abner Guity | 15 Kobe O'Brien | 22 Aaron Tush | 30 Gelder Mendez |
| 5 Clifton Wade | 10 Ernest Thompson | 15 Sharon Chavannes | 22 Emanuel | 30 Elmer Moran |
| 5 Giovanni Guerra | 11 Dwayne Murillo | 15 Berardo Melara | Montenegro | 30 Dinsdale Williams |
| 5 Densel Flores | 11 Christaff Noliberto | 16 Allen Cowo | 22 Darnell Swaso | 30 Shane Maskall |
| 6 Ebelio Hernandez | 11 Oscar Itza | 16 Adrian Carrillo | 22 Abellino Tzul | |
| 6 Porfirio Vasquez | 11 Nuvia Aldana | 16 Herman Young | 23 Dion Augustus | |
| 6 Mariel Aguilar | 11 Alejandra Ramos | 16 Cecil Patnett | 23 Margarito Tut | |

OCTOBER

- | | | | | |
|--------------------|-----------------------|-----------------------|------------------------|----------------------|
| 1 Zarra Matute | 7 Tesha Mcgann | 15 Javize Mcgann | 20 Jose De Jesus | 26 Jefferson Gamboa |
| 1 Gilbert Phillips | 7 Gina Waight | 15 Jack Avilez | Briceno | 26 Les-Lee Robinson |
| 1 Remegio Canto | 7 Thomas Taylor | 15 Oscar Campos | 21 Malcolm Robinson | 27 Aisha Ayuso |
| 1 Luis Paredes | 8 Artemon Sho | 16 Chelsi Novelo | 22 Moses De Bride | 27 Paul Pandy |
| 1 Jamel Martinez | 8 Emanuel Cordova | 16 Edmund Simpson | 22 Mitchell Longsworth | 27 Inri Vivas |
| 1 Lindbergh Graham | 9 Kenroy Conoroque | 16 Israel Bethran | 22 Kareem Rowland | 27 Vicente Ewan |
| 1 Melissa Requena | 10 Brendon Lockwood | 16 Mason Patnett | 22 Wilbert Estrada | 27 Eddie Rodriguez |
| 1 Charles Orio | 10 Delwin Danderson | 16 Alfred Palacio | 22 Justin Gentle | 28 Nigel Coleman |
| 2 Brayan Portillo | 10 Alex Velasquez | 16 Kenworth Flowers | 22 Donte Lamb | 28 Daniel Flowers |
| 2 Elita Canto | 10 Jerry Pech | 16 Jareth Sanchez | 22 Isidro Cal | 28 Patricia Barillas |
| 2 Dennis Villas | 10 Gian Escalante | 17 Terrance Hazel | 22 Luis Mai | 28 Danicia Tillett |
| 2 Lloyd Tyndall | 10 Gian Perez | 17 Agustin Nah | 23 Damian Espat | 28 Charles Cadle |
| 3 Jeremy Felix | 11 Audrey Card | 17 Jared Bradley | 23 Raheem Taylor | 28 Neville Flowers |
| 3 Isaac Buddan | 11 Aida Coh | 18 Odalie Duran | 23 Leonnio Hoare | 28 Shadryck Lewis |
| 4 Jaime Martinez | 11 Maria Romero | 18 Devaun Zuniga | 23 Yasmani Tzib | 28 Moises Velasquez |
| 4 Jason Badillo | 12 Francis Flowers | 18 Kerwin Saquic | 23 Marlon Sutherland | 28 Ion Nunez |
| 5 Enrique Pook | 12 Seamus Skeet | 18 Elizabeth Mcintosh | 23 Sheila Eiley | 29 Manuel Perez |
| 5 Christian Wade | 12 Nolan Sosa | 19 Curlan Baptist | 23 Adrianne Hernandez | 30 Marlon Sutherland |
| 5 Eliezer Baeza | 13 Fernando Middleton | 20 Roni Montejo | 23 Rhonda Yarde | 30 Tracy Lawrence |
| 5 Luis Rivas | 13 Efrain Mencias | 20 Devon Harris | Miranda | 30 Ivan Ramirez |
| 6 Johayra Eiley | 13 Edward Olivarez | 20 Nery Paz | 23 Juan Velasquez | 30 Herminia Cortes |
| 6 Abraham Tun | 14 Carlos Campos | 20 Dennis Ireland | 24 Henry Anderson | 30 Trisha Moreira |
| 6 Tracy Aragon | 14 Argel Manzanilla | 20 Nolan Michael | 24 Anthoni Scott | 30 Kyle Pitts |
| 7 Melvin Chan | 14 Kevin Morales | 20 Vanesa Ortega | 25 Xiomara Quan | 31 Justin Hulse |
| 7 Evelio Tun | 15 Tyrel Bradley | 20 Lucio Lemus | 25 Josias Sanabria | 31 Alex Codd |

NOVEMBER

- | | | | | |
|-----------------------|-----------------------|----------------------|-----------------------|-----------------------|
| 1 Duane Lamb | 7 Darlene Dawson | 15 Chad Jones | 20 Rolando Cowo | 26 Alvaro Espejo |
| 1 Augustine Choc | 8 Paul Lozano | 16 Nelson | 20 Sandro Urbina | 26 Augustine Lauriano |
| 1 Jeffrey Martinez | 9 Rudilio Herrera | 16 Mohammedali | 20 Felix Padilla | 27 Casshawn Usher |
| 1 Emerson Hamilton | 9 Earl Madrill | 16 Rosalina Torres | 20 Zair Zetina | 27 Anthony Mossiah |
| 2 Elieser Canul | 9 Andrea Perez | 16 Dorren Stuart | 20 Dasio Coc | 27 Hilberto Castillo |
| 2 Sergio Ojeda | 9 Mariani Riverol | 16 Rufino Zapata | 21 Clifford Young | 27 Roy Blades |
| 2 Yasmani Garcia | 9 Heber Santos | 17 Shaon Jones | 21 Michael Lima | 27 Karl Watson |
| 2 Cruz Martinez | 9 Juan Acosta | 17 Juan Coc | 21 Margarita Medina | 27 Elroy Arkliss |
| 3 Ernesto Cawich | 10 Francisco Martinez | 17 Darren Neal | 21 Elder Velasquez | 28 Ishmael Vasquez |
| 3 Jioen Gillett | 10 Jason Cutkelvin | 17 Tevin Choc | 21 Nick Palacio | 28 Ashton Williams |
| 4 Justin Menjivar | 10 Edwin Hernandez | 17 Jesus Salazar | 22 Keyon Belizaire | 28 Musa Smith |
| 4 Esmael Chan | 10 Gerardo Guerra | 17 Theofilio Vivas | 22 Blanca Zabaneh | 28 Bryan Fernandez |
| 4 Shakeem Wade | 11 Kadeem Olivera | 18 Meshach Mckoy | 22 Marcus Kingston | 28 Ronnie Mis |
| 5 Edvyn Calderon | 12 Shane Young | 18 Jose Swasey | 23 Ezequiel Cob | 28 Donny Cal |
| 5 Enrique Usher | 12 Glenn Trapp | 18 Hiram Medina | 23 Britney Castillo | 28 Allen Nicholas |
| 5 Alvin Chavarrria | 12 Eliseo Guerra | 19 Imer Guerra | 24 Odessa Solis | 28 Estevan Bul |
| 5 Rosalia Castellanos | 13 Diego Can | 19 Jaime Garcia | 25 Becky Bernard | 28 Esmeralda |
| 6 Clarence Kelly | 13 Ever Rivera | 19 Eric Milligan | 25 Alfred Clarke | De La Rosa |
| 6 Elias Romero | 13 Nathaniel Godoy | 19 Marlon Villanueva | 25 Rohan Ramharak | 28 Adiac Galan |
| 7 Charles Coc | 13 Allen Williams | 19 Marcel Castro | 25 Luis Bennett | 29 Gilbert Arnold |
| 7 Jeremias Portillo | 13 Wayne Tush | 19 Christopher Perez | 25 Ener Nas | 29 Saleem Ahmed |
| 7 Randolph Cadle | 14 Jose Rodriguez | 20 Keon Blease | 26 Maliek Smith | 29 Norman Bonell |
| 7 Nelson Kerr | 14 Andre Reneau | 20 Bobby Madrill | 26 Steven Watson | |
| 7 Ricky Cajun | 14 Charles Brooks | 20 Alric Fuller | 26 Rosanna Villanueva | |
| 7 Yael Zetina | 15 Devaughn Castillo | 20 Ian Rodriguez | 26 Amos Benneth | |



SUN SAFETY

The sun sustains life and feels good, but it can be your skin’s worst enemy. All sun exposure can increase your risk of not only skin cancer but also leathery skin, dark spots, and wrinkles. People of all skin colours are at risk for this damage. However, you can reduce your risk by:

- Limiting your time in the sun, especially between 10 a.m. and 2 p.m., when the sun’s rays are most intense.
- Wearing clothing to cover skin exposed to the sun—such as long-sleeve shirts, pants, sunglasses, and broad-brim hats. Sun-protective clothing is now available.
- Using broad-spectrum sunscreens with a Sun Protection Factor (SPF) value of 15 or higher regularly and as directed, even on cloudy days. (Broad-spectrum sunscreens offer protection against both UVA and UVB rays, two types of the sun’s ultraviolet radiation.)
- Always reading the label to ensure you use your sunscreen correctly. No sunscreen is waterproof!

No single method of sun defence can protect you perfectly. The best path to beautiful, healthy skin is to adopt as many of these steps as possible into your lifestyle, and make them daily habits everywhere you go, all year long.

Sources: www.skincancer.org, www.fda.gov

BOWEN & BOWEN, LTD
EST. 1932: ALWAYS BELIZEAN

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 

YOU MIGHT BE A CRUFFY IF..



Cruffy, which is defined below by the Caribbean Dictionary. What is your best “You Might Be a Cruffy If...” joke?

Click on the link below to vote for your favourite “You Might Be a Cruffy If...” jokes!

The top three will receive prizes.

Voting closes on September 24, 2021, at 11:45 pm

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>)

[CLICK HERE TO VOTE!](http://wiwords.com/word/cruffy) 



ON THE COVER:
The Bliss Lighthouse

CHIEF EDITOR: Rosanna Villanueva

TEAM MEMBER: Dianne Pratt

CONTRIBUTORS: Michael H.M. Bowen, Ellis Sanchez, Shelley Bowen, Jinel Cruz, Leonel Reyes, Johann Hall, Samarie Samos, Mark Denton, Jaime Pech, Shadryck Lewis, Evita Romero, Luis Riverol, B&B Beverages.

CREATIVE AGENCY: Design, layout & distribution of the interactive format SAKKISIME & Co.

SAKKISIME & Co.
CREATIVE AGENCY