



NATIONAL BAKING COMPANY UNVEILS 'BOLD ONES' MOBILE CAMPAIGN

Kingston, Jamaica, April 21, 2016: The 2016 Bold Ones will be promoted islandwide by the ubiquitous National Baking Company trucks. The trucks were unveiled on Monday, April 18 by Governor General, the Most Honourable Sir Patrick Allen.

This is an impactful feature of the multi-faceted media support offered to these “Champions of Manufacturing”, by National Baking Company, sponsors of this biennial initiative since 2010.

His Excellency had high praises for both the Bold Ones initiative and the intrepid entrepreneurs that were selected this year. Sir Patrick Allen commended National Baking Company’s Chairman, Mr. Butch Hendrickson for conceptualizing the initiative and remaining committed to the development of the local manufacturing sector.

“Butch Hendrickson is a Jamaican who truly understands the importance of local production. This initiative has proven to be that well-needed encouragement for these nation builders to move their respective companies forward,” Sir Patrick Allen said.

For his part, Chairman of National Baking Company, Gary ‘Butch’ Hendrickson, saluted the local manufacturers for their resolve to produce high-quality local products amidst the challenging economic climate.

“These Bold Ones have demonstrated the faith and determination to ignore naysayers and invest their resources in the manufacturing process, in a challenging and seemingly unrewarding environment, thereby contributing meaningfully to real development in our nation,” Mr. Hendrickson said.

This year’s ‘Bold Ones’ are: Cold Bush Organics Limited – marketed as Mount Pleasant Farm Chocolatiers (chocolate bars, cocoa powder, cocoa butter, chocolate spread and



bulk chocolate), DeJaFrut All Natural Sorbet (all natural fruit sorbets), Ettenio (all natural skin care and hair care products) Shavuot International Holdings Company Ltd (moringa; soursop tea and powder; Jamaican black castor oil; moringa seeds, scotch bonnet pepper powder and flakes), TriTronic Electronics Limited (surge protectors and voltage monitors) Turner's Innovation (dried sorrel and invention of sorrel harvesting machine) and Umium (coconut chocolate spread; coconut almond spread and coconut syrup).

The objective of this initiative is to highlight enterprising small businesses that have excelled in their field and it is hoped they will serve as an impetus for other entrepreneurs to explore the option of manufacturing.

The selection criteria for the 2016 Champions included the use of indigenous resources, the employment of at least five persons, being tax compliant and being in existence no longer than seven years.

Over the next six months, the companies will receive multi-media promotional packages and extensive publicity. For the first time, Jamaicans will also be able to follow the journey of all seven Bold Ones on a televised series through a partnership with Business Access TV and National Baking Company.

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