



A.S. BRYDEN & SONS HOLDINGS LIMITED PURCHASES 50% STAKE IN ARMSTRONG AGENCIES LIMITED

PORT OF SPAIN, Trinidad – Monday, 1st September 2025. A.S. Bryden & Sons Holdings Limited (ASBH) today announced that it has purchased a 50% interest in Armstrong Agencies Limited (AAL) creating a partnership between the two companies. This transaction was carried out through ASBH's subsidiary in Barbados, Retail Acquisition Company Limited (RACL), which also owns Stansfeld Scott (Barbados) Limited. In the transaction, RACL is both injecting additional capital into AAL to support future growth and purchasing shares from its existing shareholders.

Armstrong Agencies Limited is a premier Barbadian distributor representing global brands across the food, beverage, confectionery, personal care, and pharmaceutical sectors. The family-owned enterprise has served the local market for over three decades.

"This investment marks a significant milestone in our strategic vision for regional expansion," said Richard Pandohie, CEO of The Brydens Group. "Armstrong Agencies is a highly respected company with a deep-rooted presence in the Barbadian market. This partnership strengthens our portfolio and allows us to build upon our shared values and commitment to delivering quality products and services to the Caribbean."

This agreement formalizes a long-standing relationship between ASBH and AAL, which previously saw the two entities jointly own and operate Armstrong Healthcare, an affiliate of Bryden pi in Barbados. This strategic investment is designed to enhance the existing partnership and enable ASBH to broaden its footprint in the Barbadian market by introducing the full range of its product portfolio.

"We are thrilled to embark on this new chapter with A.S. Bryden & Sons Holdings," said Christopher Lambert, CEO of Armstrong Agencies Limited. "Their history of success and commitment to excellence aligns perfectly with our own. This collaboration ensures the continuity of our legacy while providing the resources and expertise needed to achieve new levels of growth and innovation. We are confident that this partnership will be a great benefit to our customers, suppliers, and employees."

AAL's current leadership and operations team will remain in place, ensuring business continuity and a smooth transition. The acquired business will fall under the purview of Rakeesh Bernard, who serves as the CEO of the Barbados Business Unit for The Brydens Group.

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NOTE TO EDITOR

ABOUT OUR BARBADOS OPERATIONS

The Brydens Group maintains significant operations in Barbados, primarily driven by **Stansfeld Scott (Barbados) Ltd (SSB)**.

SSB is a leading entity in the distribution and retail of an extensive portfolio of wines, spirits, and other beverages, notably through our premier retail brand, Wine World. With six strategically located outlets and a comprehensive online platform, Wine World is Barbados's foremost retailer in the beverage sector offering an unparalleled selection, complemented by essential accessories and gourmet items, while promoting customer engagement through educational initiatives and expert guidance. Beyond the beverage segment, SSB's diversified operations includes beverage and snack foods along with consumer health. Noteworthy, the Group also recently acquired **H. Jason Jones Ltd. (HJJ Barbados)** a long-standing Barbadian company with two main divisions: Building Products (countertops, shelving, paints, hurricane shutters) and Food Service (specialty coffees, meats, seafood, cheeses) supplying both retail and hospitality sectors.

Armstrong Agencies Limited (AAL) is a premier distributor and a well-established name in the Barbadian market, with a history spanning more than three decades. The company has built a strong reputation by successfully representing a diverse portfolio of global brands across the food, beverage, confectionery, personal care, and pharmaceutical industries. Its deep roots and family-owned heritage have allowed it to forge strong relationships and build a robust distribution network within the local market. Armstrong's business network also includes key affiliates, such as Armstrong Healthcare, which it jointly operates with Bryden pi's Barbadian affiliate. This new partnership with ASBH will build upon its already successful foundation and expand its capabilities.

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