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September 4, 2019

Red Stripe Staff Supports Blood Bank

“Not all heroes wear capes” is a popular phrase that rings true for 37-year-old Daine Winkle, a consistent blood donor for the last 19 years.

After going through a traumatic experience with his family as a teenager, he makes it his point of duty to contribute to the National Blood Transfusion Service (NBTS) twice per year.



“When I was 17-years-old, my mom had complications when she was giving birth to my sister. She needed blood to do the operation but there was no blood at the Blood Bank. The whole situation made me nervous but thankfully, my mom and sister made it out alright and healthy. Since then, I made a commitment to give blood to prevent someone going through what we went through. If I can help someone then I am happy,” Winkle said.

August 27, 2019

Heineken appoints Luis Prata as Red Stripe MD

Luis Prata, currently director of on-trade and wholesale at Heineken Portugal, took over as Red Stripe MD last week, the company said. Prata replaces Ricardo Nuncio who has been appointed director of northeast sales for Heineken Mexico.

Nuncio took over at Red Stripe just after Heineken secured majority control of the Jamaican beer unit from Diageo in 2015. Heineken bought Diageo’s 58% stake in Red Stripe brewer Desnoes & Geddes (D&G) to hold a 73% share.

The divestment was part of Diageo’s offloading of non-core assets.

Prata joined Heineken in 2010 as water business unit director in Portugal. He later became marketing director in the country. Prior to joining Heineken, Prata worked in several commercial roles at Unilever in Europe.



Beer Page



Red Stripe Lager

The great Jamaican Beer we know today has set the standard by which other beers are measured since 1928. Today the company is a subsidiary of one of the largest and most profitable beverage and alcohol conglomerates HEINEKEN



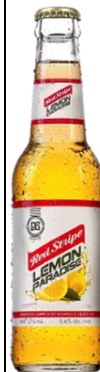
Red Stripe Lager

Introduced in Jamaica in 2014 as a convenient option, Red Stripe in a can gives beer lovers the flexibility to enjoy their favourite brew whether at the beach, a music festival or at a sporting event.



Red Stripe Light

A refreshing, easy to drink, high quality, brewed lager beer with a pale gold colour, smooth and mild in taste. Lager beer, light gold colour



Red Stripe Lemon Paradise

Red Stripe Beer and Lemon, combining them to create one great beverage. It's Jamaica's first naturally flavoured full strength Lemon beer.



Red Stripe Sorrel

This product is a modern and unexpected spin on a traditional Christmas-time treat. It's RED STRIPE® with the sweet and spicy taste of sorrel. It's the world's first naturally flavoured full strength Sorrel beer.



Red Stripe Melon

The liquid is a blend of a Watermelon flavor, natural Jamaican ginger, Red Stripe lager beer, and inverted sugar. Indulge in this rich, crisp, smooth Red Stripe with the spontaneously wild sweet taste of Melon.

History Page

Gavin started the logo design



Achievements

15%

Cassava in
Red Stripe beer



98

Learning For Life
students employed



2,256 acres

under cultivation



The rest of the copy was written by myself, and the three images on the **Events** page were taken by me.