

## CHAMPIONS OF BUSINESS

### Associated Brands Industries Limited Internationally Known... T&T Owned Company of the Year



Founded in 1974, Associated Brands Industries Limited (ABIL) is the leading manufacturer and distributor of snacks, confectionery and breakfast cereals in the Caribbean. Now, it has its sights set on the world – a leap for which it has been preparing over the last 40 years as it built up an impressive portfolio of brands – 216 to be exact - many of them household names, including Sunshine Snacks, Charles Candy, Devon Biscuits and Universal Cereals.

While most of its facilities are locally based (the company has four factories in Trinidad and Tobago that each manufacture different products), there is also a factory in Malta that produces biscuits and snack foods.

The company has several strategic distribution locations: Trinidad and Tobago, Barbados, St. Lucia, Jamaica, the United States and Europe. Quite apart from creating and manufacturing products for the local and regional markets, ABIL distributes a range of imported products designed to complement its existing line. That indigenous line is quite popular, with the Catch chocolate bar leading the pack. As a result of being manufactured abroad, products like Sunshine Snacks and Devon Biscuits also carry with them a significant global presence.

Export is where the company sees its future, and it is expanding through an aggressive distribution strategy, even as it continues to build its existing production capacity. ABIL currently sells its products in 20 countries across the globe, including CARICOM states, the Dominican Republic, Central and South American territories, the United States, the United Kingdom, and the Republic of China.

Due to its high costs and attendant risks, entering new markets is a precise undertaking. Each location comes with unique challenges: the competitive landscape, logistics, culture, and even language can be different. Many times, varying regulations require processing updates that impact economies of scale, but ABIL has negotiated this new terrain so well that sales outside of Trinidad and Tobago currently account for 75 percent of the company's income, while sales outside of the region are at 50 percent and growing fast.

The company engages in a myriad of corporate social responsibility projects in every market it enters, engaging the communities in which it operates and partnering with well established NGOs. It also has a decades-long track record of supporting sport, culture and youth.

ABIL is a business built on key connections and its network is becoming more global every day.

*The Trinidad and Tobago Chamber of Industry and Commerce (host of the Champions of Business Awards) and First Citizens (Sponsor of the Internationally Known...T&T Owned category) congratulates Associated Brands Industries Limited on being selected as the Internationally Known...T&T Owned Company of the Year on November 15, 2019.*



**one**  
powerful connection  
**can start**  
your journey

