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INTERNATIONALLY KNOWN....T&T OWNED COMPANY OF THE YEAR 2021: ANGOSTURA LIMITED IS A CHAMPION OF BUSINESS



famous for flavour since 1824

We are pleased to announce that **Angostura Limited** has been selected to receive the 2021 award for Internationally Known...T&T Owned Company of the Year in the T&T Chamber's Champions of Business Awards.

The name Angostura is a household name in Trinidad and Tobago, with its signature Angostura Bitters being not only a flavouring for drinks, but an ingredient for a wide variety of local dishes and even a medicinal home remedy. The recipe for Angostura® aromatic bitters has not been changed since the first bottle was introduced to the world in 1824 and remains a top secret.

But more than being a corporate entity, Angostura is a brand with multiple products that enjoy global recognition. Angostura® is a world market leader for bitters and is one of the Caribbean's leading rum producers and home to a superb collection of rum brands. Angostura notes that "The Company has demonstrated true resilience to many internal and external challenges over its history and our results are testimony to the strength of our underlying business and the soundness of our business model."

With a strategically curated portfolio by region, the company continues to push for global expansion. Angostura has consistently achieved growth in foreign markets. Export sales as percentage of total revenue has grown from 18% in 2015 to 27% in 2020.

Even in 2020, Angostura® was also able to achieve growth in its branded business in the export markets of 9.9% despite a daunting year-long global economic shutdown directly linked to the pandemic's impact on society and the adaptability of social behaviour. The Company pivoted its strategy in its key export markets in North America, UK and Europe by moving all of its on-trade and on-premise activities to online.

The bitters brand as well as Angostura's rum brands are available in 162 countries and officially distributed in 97 markets globally. Its premium rums have been causing a stir at countless international competitions over the past decade and have been awarded many prestigious accolades internationally. In addition, Angostura® Aromatic Bitters has been named the *Number One Selling Bitters* and *Number One Trending Bitters* since 2018 by Drinks International.

Among the long list of accomplishments for this company are: being a Royal Warrant Holder to the Queen of England for Angostura aromatic bitters; in 1995, the company was distinguished by the British Standards Institution with the achievement of the ISO 9002 certification and went on to achieve the ISO 14001 certification for environmental practices in 1998. In so doing, it became the first distillery in the Caribbean to obtain certification in these international quality standards. Its new wastewater treatment system is one of the most technologically advanced water treatment systems in the drinks industry in the Caribbean. The goal of the company is to provide power from its own waste.

Angostura stated, "The company is continuously evolving its business through innovation which has resulted in new products being launched, increases in production shifts, additional staff being employed, foreign market expansions and higher revenue and profit. Angostura is one of the country's crown jewels and its contributions are indelible. Nearly 200 years of experience has gone into developing our portfolio of brands, and time has taught us that the history of Angostura and the history of Trinidad and Tobago are inseparable."

Champions of Business is one of the T&T Chamber's Signature Annual Events and celebrates excellence in business in six main categories. The T&T Chamber thanks the Sponsors of Champions of Business 2021:

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