

Red Stripe introduces \$100 beer

Red Stripe this week launched its latest product Talawah, a \$100 beer, to celebrate Jamaica's 50th year of Independence.

Talawah is a four per cent alcohol by volume (ABV) lager which represents great value for consumers and the indomitable spirit of Jamaicans over the past 50 years as an independent nation. "The name sums up what this brand represents - a truly Jamaican product that embodies the tenacity, achievements and fun-loving nature of Jamaicans. And at only \$100, it's a beer with 'Big taste, likkle price'," said LeVaughn Flynn, brand public relations manager at Red Stripe.

Islandwide distribution for Talawah began on Monday and will be available in bars, wholesales and supermarkets. **Brewing perfection** Talawah has a smooth, satisfying taste that is a trademark of all D&G brands, a result of brewing perfection passed down by founders Peter Desnoes and Paul Geddes. Red Stripe says Talawah is also the product of consumer feedback for a beer that brings great value and represents their spirit of joy and togetherness. Talawah's label design includes the national colours and a picture of Jamaica, and signifies that this is a brand with strong Jamaican heritage celebrating our people and the milestone of 50 years as an independent nation. "This Independence, and the many celebratory moments that will follow, whether you're at home or in your favourite bar across the island, we've provided the perfect drink to celebrate with," said Flynn.