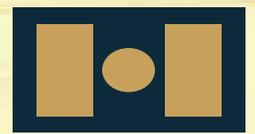


# THE HADCO TIMES

THE NEWSLETTER OF THE HADCO GROUP OF COMPANIES

ISSUE 37: JULY-DECEMBER 2020

## CREAMERY NOVELTIES OPENED ITS CAMPUS



HADCO  
GROUP

[www.HadcoLtd.com](http://www.HadcoLtd.com)     HADCO Group

# FEATURES



**Jerk Coconut Grilled Salmon**

## THE HADCO GROUP OF COMPANIES



### OUR VISION

A diverse and innovative company, empowered employees, integrated processes, and a brand image that makes us the preferred choice of customers

### OUR MISSION

Enriching our stakeholders' quality of life, setting trends and providing superior brands and services

### OUR CORE VALUES

- Accountability
- Customer Satisfaction
- Honesty and Integrity
- Employee Wellbeing and Growth
- Collaborative Culture
- Respect and Tolerance for All

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# CREAMERY NOVELTIES OPENED ITS CAMPUS



Creamery Novelties Campus located at e Teck Diamond Vale Business Park.

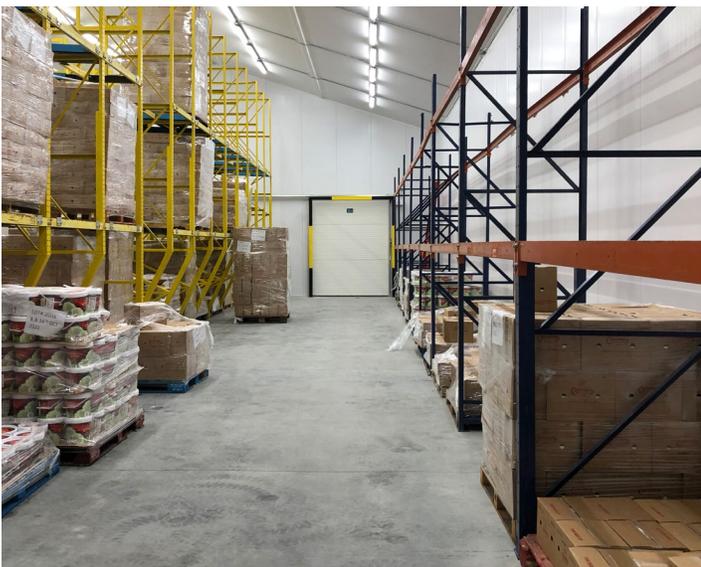
**As the COVID-19 pandemic continues to transform the growth of various industries, HADCO Group's subsidiary, Creamery Novelties did not register a decline in demand. In fact, the opposite occurred as indulgence in ice cream increased both locally and regionally.**

Consumers sought out the familiar and delicious as comfort in their homes. Creamery Novelties ice cream on Imanex's Happy Time cone is joy itself. For this reason, Creamery Novelties continues to remain unscathed and shows promising growth opportunities. These factors reinforced HADCO Group's decision to invest TT\$33 million in an expansion of these facilities, creating what is now known as the Creamery Novelties Campus.

This investment facilitated significant capacity expansion and novelty production capabilities. The Creamery Novelties Campus is fully operational and sits on 140,000 square feet of land. Construction commenced in March 2020 and was

completed in September 2020. In addition to the Creamery Novelties and Imanex manufacturing facilities, the Campus now consists of a two-level building which contains offices, workstations, a training room, a smart conference room, change room, a kitchen and a maintenance workshop. The warehouses were also expanded. The cold storage was increased by 11,800 square feet, consisting of three freezers and a chiller and is able to accommodate the increased production of ice cream and frozen novelties. Dry storage was also increased by 28,683 square feet for raw and packaging materials, and a 2,800 square feet spare parts/machinery storage warehouse was added. The Campus is also in the process of becoming HACCP Certified.

This expansion created employment for 19 persons and increased economic activity within the local economy. It has enabled both companies to boost their production capacity, capabilities and geographic reach. The new cold storage warehouse accommodates a holding inventory of finished ice cream products that reduces lead time on export orders from 3 weeks to 2 weeks. Additionally, it allows Creamery Novelties to supply the local market from its stock of finished products instead of producing on a day to day basis to satisfy demand. The dry warehouses have placed both companies in a position to store more raw and packaging materials to satisfy production and mitigate any unexpected issues with the supply in the short term. Furthermore, the Campus can accommodate up to five 20/40 feet containers simultaneously thereby facilitating the loading and offloading of containers. Our cold chain standards and supply chain are well maintained, always expanding and never broken. Thus ensuring our strengthened distribution channels have adequate products, eliminating loss of sales opportunities. These aspects exemplify the efficiency and innovation of the Campus.



Creamery Novelties Campus' expanded frozen storage space.

During this pandemic, the Sales Department noted a shift away from single serve impulse buys to a trend towards the take home tubs and multipacks of novelties. This unexpected sharply growing demand for Creamery Novelties' products was satisfied by the expansion of the production lines. As Trinidad and Tobago's largest ice cream manufacturer and the only ice cream cone manufacturer, both companies strive to meet growing requests for new flavour combinations and novelty items.

The expansion enhances Creamery Novelties and Happy Time's brand appeal and ability to service and expand its loyal

customer base. The Creamery Novelties Campus will enable us to serve customers across the region for years to come and introduce new brands in the near future.

Although the world almost came to a halt during the lockdowns, indulgence did not stop. Instead, it shifted shape as consumers sought reassurance from the delightful Creamery Novelties and Happy Time cones. HADCO Group is enthusiastic about the countless opportunities the Creamery Novelties Campus will create. The versatility of the Group is a testament to its continued growth and expansion within the Manufacturing sector in Trinidad and Tobago.



Creamery Novelties Campus' expanded dry storage space.



Creamery Novelties Campus' expanded office space.

## CREAMERY NOVELTIES GOES TO ST KITTS AND NEVIS

**The sweetest treat in the Caribbean continues its regional expansion. Creamery Novelties has officially entered the St. Kitts and Nevis market via leading Kittitian distributor Ram's Trading.**

The brand hit the shelves of major retail outlets in the twin island nation in August 2020 and has experienced significant success to date. In addition to carrying the take-home tubs in a variety of flavours and sizes, Ram's also distributes many of our popular novelty items such as the Ice Cream Sandwich, Creamee Bars and Choco-Bars.

Creamery Novelties continues to make strong key moves up the islands. The brand's regional growth began in December 2018 with its first export to Antigua and Barbuda. Today, our products can be found in nine regional markets including Barbados, Guyana and Dominica.





New Age Recycling, building a cleaner environment by promoting sustainable consumption and production.

## NEW AGE RECYCLING & CARIBBEAN BATTERY RECYCLING COMBATting THE WASTE MANAGEMENT CRISIS

**Climate change is one of the most important issues of our time. As the HADCO Group of Companies continues to grow, we are redoubling efforts to save our environment and tackle the growing waste management crisis in Trinidad and Tobago.**

One way we are doing this is by expanding our Manufacturing & Recycling Division to provide Trinbagonians with multiple avenues to join in eradicating waste. Hence, in August 2020 New Age Recycling Limited (NAR) was formed and the management of Caribbean Battery Recycling Limited (CBR) was undertaken by HADCO Group for the purpose of environmental conservation and promoting economic growth.

Group co-Chief Executive Officers, John, Robert and Joseph Hadad understand the importance of waste reduction and saw it pertinent to invest in high quality offsetting initiatives to combat environmental degradation. Since 2009 our subsidiary Ecoimpact has been engaged in the recycling of Waste Vegetable Oil (WVO). Today, NAR and CBR provide sustainable recycling options for wastepaper, cardboard, TetraPak, aluminium cans and used/expired lead-acid batteries to protect increasingly scarce resources. Both companies employ a total of 31 persons and are committed to helping stakeholders meet their obligations to reduce waste. Our companies cater to stakeholders' heightened environmental consciousness by providing viable recycling options and encourage businesses and others to separate their waste for recycling.



NAR and CBR reducing the amount of waste being sent to landfills.



Recycling 1 ton of paper can save 17 trees, 7,000 gallons of water, 463 gallons of oil, 3.3 cubic yards of landfill space and 4,000 kilowatts of energy according to the [United States Environmental Protection Agency \(EPA\)](#). A copious amount of paper and cardboard are used in schools, offices, homes, in printing industries (newspapers, books, magazines), et al; it is the most commonly used material in the world.

NAR's mission is to drastically reduce this waste, conserve our landfill space and promote responsible waste management. The company offers free wastepaper and cardboard collection within a 48 hour timeframe. The material is transported to our recycling facility where it is sorted into different grades and compacted into single units called "bales". These "bales" are then delivered to recycling mills locally and internationally where it is cleaned by pulping and de-inking after which it can be utilised in the manufacturing of new paper. Using recycled materials decreases the need for virgin materials thus reducing manufacturers' carbon footprint.

NAR works continuously to develop and implement strategic strategies to decrease our environmental impact. The company is experienced in the handling of confidential documents and works with the highest security and quality standards. An off-site destruction service is available at a nominal cost which includes an invitation to 2 company representatives to ensure proper handling of the documents. The company also provides a Certificate of Destruction once those documents have been shredded.

It can be said that lead-acid paved the way for organised recycling. 50% of lead supply is derived from recycled lead-acid batteries where 99% of the battery is recycled. For this reason, HADCO Group's management of Caribbean Battery Recycling Limited strengthens its environmental initiative. The company, which was started in 2006, is a recovery facility that collects used/expired lead-acid batteries from landfills, industries such as automotive, industrial, marine, telecommunications, commercial and residential customers and other small battery collection operations.

CBR provides the efficient handling and proper disposal of used/expired lead-acid batteries in a controlled and

regulated facility to prevent environmental contamination and human exposure. At the end of its life lead-acid batteries are classified as hazardous waste and can become a major ecological concern if landfilled or disposed of incorrectly. The extremely toxic chemicals can cause soil and water pollution, food contamination and endanger wildlife.

CBR oversees the collection, transportation and storage of these batteries to ensure all control measures and procedures are followed based on the recommended guidelines of the UNEP Basel Convention Training Manual, National Management Plans For Used Lead Acid Batteries Basel Convention Series / SBC No. 2004/5 Pages 42, 43, 44, 45. The batteries are stored securely in a well ventilated facility that adheres to the requisite guidelines with prominent hazard warnings for the purpose of preventing or reducing the release of lead.

CBR is legally allowed to export used/expired lead-acid batteries for recycling. These batteries are transported to smelters where they are dismantled and drained and go through a meticulous recycling process. CBR aims to decrease the negative environmental impact of these contaminants in our country.

Recycling conserves natural resources, saves energy and reduces greenhouse gas emissions. However, collaboration is essential in addressing pollution and waste management. It is our mission to cultivate a recycling culture in Trinidad and Tobago and we invite you to join us in acting urgently to tackle climate change and shape a waste-free future. The social benefits we would reap includes improved health, fisheries, tourism and jobs. By deploying HADCO Group's resources (transportation and logistics), applying the company's culture and industry know-how, our Manufacturing & Recycling Division is striving to bring sustainable management solutions to our stakeholders and promote responsible recycling to reduce Trinidad and Tobago's environmental footprint.

To understand and learn more about the services NAR and CBR offer, how the process works and what you can do to ensure recyclable paper and used/expired lead-acid batteries do not end up in a landfill or combustion facility, you can contact them at [NewAgeRecycling@HadcoLtd.com](mailto:NewAgeRecycling@HadcoLtd.com), [CaribbeanBatteryRecycling@HadcoLtd.com](mailto:CaribbeanBatteryRecycling@HadcoLtd.com)

## ESTABLISHMENT OF MUSICAL INSTRUMENTS OF TRINIDAD & TOBAGO COMPANY LIMITED (MITTCO)

**MITTCO was established in July 2020 to undertake the manufacturing of steelpanns for the local, regional and international markets.**

The company was the brainchild of Akua Leith who became involved with Trinidad and Tobago's national instrument as a teenager. To date he has excelled in the following roles – Performer, Tutor, Arranger, Drill Master and Artistic Director/Conductor of the National Steel Symphony Orchestra of Trinidad and Tobago. Today, HADCO Group's co-CEOs, John, Robert and Joseph Hadad have joined Akua on a new journey, to promote the steelpan instrument to the world.

Being privy to pertinent aspects of the industry, Akua was aware of a need for a fully functional steelpan factory that offers consistency and quality to the local, regional and international markets. He shared his vision with John, Robert and Joseph, David Hackett, retired Senior Executive at RBC Royal Bank Limited and Mario Joseph, Master Tuner and Steelpan Builder. This ideal blend of seasoned business professionals and individuals with strong technical and industry knowledge agreed that the venture has great potential for success thus investing in the steelpan manufacturing facility MITTCO.

The manufacturing facility is located at e Teck Diamond Vale Business Park, Diamond Vale, Diego Martin on approximately 24,000 square feet of land and is currently being renovated to facilitate the needs of its operations.



MITTCO will specialise in the production of steelpan instruments that are standardised or customised and steelpan accessories such as pan stands, pan sticks and steelpan cases. These items will be available for sale via e-commerce platforms (website and social media) and at the company's showroom located at the manufacturing facility. John, Robert and Joseph have invested TT\$6 million in MITTCO, which initial projected employment is 15 persons.

MITTCO's Mission Statement: To provide the highest quality steelpanns globally, through our highly skilled and dedicated staff; our state-of-the-art manufacturing process; constant innovation and our commitment to using only refined raw materials.

HADCO Group will oversee the Logistics, Human Resources, Accounting, Information Technology, Branding and Marketing whilst Akua and Mario are laser focused on the Operations and Production entity.

HADCO Group's strength and experience as a manufacturer and marketer in the local and overseas markets will provide a significant competitive advantage in delivering on the sales revenue projections.



# CREAMERY NOVELTIES' MARKETING INITIATIVES

## CREAMERY NOVELTIES' MOVING BILLBOARDS

HADCO's distribution trucks serve a dual purpose of supply chain and marketing assets. These trucks were branded with Creamery Novelties' new offerings (Lollee, Milkee and Yummee) and a 40 ft. container was branded with the family of products. The distribution trucks serve as an extension of the brand and part of Creamery Novelties' marketing toolkit.

These moving billboards can be spotted throughout the entire island leaving behind a dynamic and fun impression. The design, colours and images are eye-catching and memorable and have been shared by stakeholders on their social media platforms. They drive by consumers providing a high visibility brand presence ensuring Creamery Novelties is always top of mind.

The immaculate conditions of these trucks, alongside the delightful persona and high standard of conduct of the drivers and loaders emulate the brand value of HADCO and Creamery Novelties.



Our moving billboards.

**POSTERS**

Posters were designed and printed for retailers to highlight the price point of Creamery’s novelties. The vibrant and memorable designs catch the eyes of many consumers and make it easy for them to recall the prices. They are placed in well-trafficked locations where the right people would see them. These eye-catching posters stir an emotional response in the consumers’ hearts and minds as they recall their favourite novelties. It is a cost effective and affordable form of advertising, which successfully achieved the desired outcomes.



Striking posters at a retail outlet.

**TRADE SPECIALS**

Creamery Novelties supported Massy Stores and Xtra Foods with special pricing on a variety of our delicious ice cream flavours and novelty items, for consumers to enjoy between the months of August – October 2020. These budget friendly bundling and discount promotions enticed consumers to “act now” and provided them with the sweet getaway we are known for.



Creamery Novelties’ Ice Cream Sandwich bundle promotion was available at Xtra Foods Supermarket.

**FREEZERS & TRICYCLES**

300 2ft. branded freezers were distributed across the trade to increase sales and enhance our product appeal. These standard ice cream freezers house a variety of Creamery Novelties’ ice cream and novelties. They were designed to be more durable and maintain the requisite temperature to ensure Creamery Novelties’ quality is not compromised.

In addition, over 100 custom made tricycles, complete with a mini freezer, were deployed to ice cream depots to facilitate easy distribution of our novelties. These tricycles were designed to move through different neighbourhoods and navigate terrains without difficulty. This popular distribution service takes our sweet treats to those in need.



Our famous custom made ice cream tricycle.



Creamery Novelties’ freezers are filled with happiness.

**STORE BRANDING**

One of Creamery Novelties’ top depot operators opened a new store in Longdenville, Chaguanas. Rick’s Mini Supermarket & Ice Cream Depot was fully branded with Creamery Novelties’ artwork. This artwork draws attention to the storefront and attracts passers-by. It is easy to see and read and serves as a constant reminder of delicious Creamery Novelties.



Creamery Novelties’ full branding of Rick’s Mini Supermarket in Chaguanas.



# RICH'S SWEETENING PEPPERCORNS

During the months of April and May 2020, our Rich's brand decided to sweeten up Peppercorns' three locations by stocking the stores with fully finished cupcakes and donuts.

We displayed an array of colourful designs to attract customers and keep them coming back for more.

This strategy was used during these slow months to increase traffic within Peppercorns. Customers loved the donuts and cupcakes and stores had to be restocked on a weekly basis, sometimes twice a week.



All you need are Rich's deliciously sweet cupcakes and donuts.

# RICH'S BLIND TASTE TEST

Who does not enjoy a delicious blind taste test? Better yet, doing this with cakes, Rich's cakes? HADCO conducted such a test on Thursday 5th November 2020, observing COVID-19 protocols, to compare a variety of Rich's sheet cakes with its competitor's.

The flavours tested were yellow, marble and chocolate. It was no surprise Rich's won all three categories. They continue to delight their customers with the rich and premium offerings they are famously known for. The feedback obtained placed the brand in an informed position to market its products and continue to stay competitive within the Trinbagonian market.



Sheet cakes used in the taste test included yellow, marble and chocolate.



Taste test conducted by Renalia Kalicharan, Bakery Account Manager – HADCO Limited, Food & Beverage Division (right) with assistance from Tabatha Auguste, Brand Manager – HADCO Limited, Food & Beverage Division (centre).

# HÄAGEN-DAZS GASTON COLLECTION (NEW FLAVOUR ALERT)

In October 2020, Häagen-Dazs introduced the Gaston Collection; Belgian Chocolate & Hazelnut and Dark Chocolate & Caramelised Almond.

Both flavours are available in pints at all leading supermarkets throughout Trinidad and Tobago and at Häagen-Dazs Shops. They were met with extreme excitement from our loyal chocolate loving customers.



# INSTANT GRATIFICATION

Due to the COVID-19 pandemic, consumer-facing marketing was disrupted. Suspension of in-store activations encouraged the Häagen-Dazs brand to implement new strategies to target impulsive consumers and continue to meet their demands for premium quality products.

An impulse segment with Häagen-Dazs' Ice Cream Bars and Mini Cups was introduced to appeal to the socially distancing homebound consumers. To capitalise on this opportunity, discounts were offered on these irresistible items and they were positioned in HADCO's 3 Tier Freezers to increase product visibility. Consumers were now impulsively grabbing a Mini Cup or Bar as a snack when leaving the supermarket or store.

Additionally, online marketing via social media influencers was used to create excitement on their Instagram and Facebook platforms. Out-of-home advertising such as digital and traditional billboards and posters were also used to promote these readily accessible instant gratification items.



karolina.achong

Liked by je\_suis\_fantastique\_1 e  
karolina.achong Fav snack friday 🌟  
View all 14 comments  
October 23

**Häagen-Dazs' Ice Cream Bars are therapy.**



# GRACE JERK ADAPTING & ADJUSTING THEIR MARKETING STRATEGIES

Last November, HADCO Group hosted 'Grace Jerk Jam', a highly successful brand event that featured a wide variety of dishes prepared with Grace JERK Seasonings and their complementing sauces.

This November, due to the COVID-19 pandemic we adapted and adjusted how we were going to promote the versatility of these items. We went digital and launched a social media brand awareness campaign.

50 local Facebook and Instagram influencers (mainly food bloggers, foodies, chefs and socialites), were chosen to receive Grace hampers so as to increase Grace's brand awareness among their loyal and trusted followers. The following items were presented in a wooden crate to maintain the nostalgic theme of the origin of Jamaican Jerk flavours.

- Grace JERK Seasoning in Mild and Hot
- Fish and Meat Sauce
- Hot Pepper Sauce
- 50 Not Out! Grace Kitchens' Greatest Hits cookbook
- Grace JERK branded wooden cutting board
- Kitchen apron

Critical brand building was accomplished via these influencers, with very large followings, who graced their feeds with the products and communicated their authentic, favourable opinions of the items on their platforms.



callwehungry GRACE FOOD SEASONING HAMPER ALERT....

Highlights from a few Facebook and Instagram influencers.



# GRILLING WITH GRACE & TROPICAL RHYTHM WEEKEND SIPS

In August 2020, Grace once again partnered with the popular culinary lifestyle television show *Cup Of Joe Caribbean*, hosted by Joel Villafana, to create a concept/segment of backyard grilling with Grace JERK Seasonings and Tropical Rhythm juices.

Joel enjoys experimenting with recipes and pairing these seasonings with unique flavours. Full episodes can be found on their Facebook, Instagram and YouTube pages.

Delicious recipes and cocktails were created and featured on each episode of the show using Grace's products. This was done in the company of a local celebrity indulging in recipes created by Joel and his chefs and the refreshing cocktails/mocktails created by mixologist extraordinaire Tyrone Benjamin.

Some of the unique dishes include:

- Grilled Jerk Balsamic Chicken
- Jerk Coconut Grilled Salmon With Mango Salsa
- Glazed Honey Jerk Shrimp Skewers
- Jerk Provision Skewers
- Jerk Pesto Burger

Tropical Rhythm mocktails included:

- Move To The Rhythm
- Cool Rhythm

Exciting recipes can be found on HADCO Group's Instagram and Facebook pages. Here is one you can try.



Backyard grilling with Grace JERK Seasonings.



**Jerk Coconut Grilled Salmon**

## JERK COCONUT GRILLED SALMON WITH MANGO SALSA

From Cup of Joe Caribbean

### FOR THE SALSA:

- 1 mango peeled and finely diced
- 1 small onion, sliced
- 1 small tomato, diced
- 2 – 3 blades shadon beni
- 5 blades of chives, finely chopped
- Juice of 1 lime
- Salt and black pepper

### FOR THE SALMON:

- 1½ tbsp Grace JERK Seasoning Mild
- 5 cloves of garlic, thinly sliced
- 1½ inch piece fresh ginger, peeled and grated
- 1 cup Grace Coconut Milk
- Zest of 1 large lime
- 2 tablespoons vegetable oil
- Salt and black pepper to taste
- 2 (4 oz) salmon fillets, skinless

**STEP 1:** For the salsa – Combine all ingredients together in a mixing bowl. Keep tightly covered in the refrigerator.

**STEP 2:** For the salmon – In a mixing bowl, combine Grace JERK Seasoning, garlic, ginger, brown sugar, lime zest, coconut milk, vegetable oil, salt and black pepper. Add the salmon and marinate in the refrigerator for at least 30 minutes.

**STEP 3:** Heat the grill according to directions. Use a pair of tongs to remove salmon from the marinade and place on the grill. Reserve marinade.

Cook the salmon until just cooked on each side, turning once, about 2 to 3 minutes on each side. Transfer the salmon to a serving plate.

Meanwhile add the reserved marinade to a skillet (which you can place on the grill), bring to a boil and cook until slightly thickened, just about 5 to 7 minutes, stirring intermittently.

Pour over fish. Serve over rice or mashed potato and top the fish with a little mango salsa. Enjoy!

# HALLOWEEN AT FRESH

**Fresh Organics is always a talking point when it comes to their holiday décor.**

For Halloween 2020, the ambience of the store was enhanced by wooden pumpkins, strings of ghosts and other themed decorations as well as staff in costumes. Customers relished browsing the store and enjoying the décor whilst they shopped for healthy, organic and natural snacks, food and products.



Cutest pumpkins in the patch welcoming customers to Fresh.



Ghosts peeping out the windows.



Fresh Organics' Customer Service Representatives in their costumes (L-R) Davika Frederick and Adisha O'Neil.

# CELEBRATING CHRISTMAS WITH FRESH START JUICES

**HADCO Group thanks Fresh Start Juices for gifting Hadconians with an early Christmas present, delicious Fresh Start West Indian Sorrel Drink. It was an apt gift for the Christmas season.**



When that early Christmas present arrives. Thank you, Fresh Start Juices.



(L-R): Neisha Jaggan, Human Resources Assistant – HADCO Limited and Crystal Deokiesingh, Human Resources Supervisor – HADCO Limited, looking forward to sipping on their Fresh Start West Indian Sorrel Drink.

# TEN TO ONE, A NEW RANGE OF ULTRA-PREMIUM CARIBBEAN RUMS

**Ten To One is a refreshing new range of ultra-premium Caribbean rums created by Marc Farrell, a proud Trinbagonian and formerly Starbucks' youngest Vice President.**

This new range of rums includes extra proof White and Dark Rums launched in New York, summer 2019 and a limited edition 17 Year Single Cask Reserve Rum which was added to the portfolio in December 2020. These offerings contain no added sugar, flavourings or colours and are perfect for both sipping and mixology.

After a year in the US and Trinbagonian markets both the White and Dark Rums stand on their own and reinforce the spirit's versatility. These offerings can be drunk neat, with water, a mixer, or as the base for numerous cocktails. The brand is a small but growing one, taking the spirit in a new direction – Ultra Premium Caribbean Rums.

Ten To One has potential and the level of complexity attained through the “beauty in the blend” extends not just to the blended rums, but to the blends of cultures, communities and perspectives that the brand brings to life. Uniting blends from Trinidad and Tobago, Barbados, Jamaica and the Dominican Republic, Ten To One brings together unique flavours including tobacco, cedar and vanilla in their Dark Rum and white pepper, jasmine, ripe citrus, honeysuckle, coriander and lemongrass in the White Rum.

These contemporary and elevated offerings were created to challenge expectations and reinvigorate the way people taste, experience and talk about rum. The 17 Year Single Cask Reserve Rum is aged in ex-Bourbon barrels and features fruity and floral notes such as paw paw (papaya), passionfruit, ginger and apricot. It pays homage to the Republic of Trinidad and Tobago with a limited bottling of 4 hand selected casks of 17 year old Trinbagonian rum.

We know that consumers are veering towards quality spirits with new and innovative flavour profiles. Ten To One's versatile variants with their unique flavour profiles will tap into this growing trend towards premium rums. HADCO is proud to add Ten To One to our Wine & Spirits Division.



Ten to One's range of rums.

## LIGHTHOUSE'S CHRISTMAS RAFFLE

Despite the COVID-19 pandemic limiting celebrations during the Christmas season, Lighthouse Limited's staff chose to brighten their spirits with a Christmas Raffle which was drawn on Saturday 19th December 2020.

Members of staff from all 3 locations – Freeport, Tunapuna and San Fernando, participated in the raffle with over TT\$1000 in prizes. The lucky winners are listed below:

- **1ST PRIZE** – Lincoln Charansingh, Electrical Purchasing Manager - Lighthouse – Air Fryer
- **2ND PRIZE** – Aaron Archer, Warehouse Attendant (Electrical) - Lighthouse – TT\$300.00 Massy Stores voucher
- **3RD PRIZE** – Joann Thomas-Smith, Administrator - Lighthouse – TT\$250.00 Massy Stores voucher
- **4TH PRIZE** – Rodney Ramcharitar, Electrical Operations Manager - Lighthouse – Turkey
- **5TH PRIZE** – Sharda Ramkissoonsingh, Sales Representative – Lighthouse - Ham

### BONUS PRIZES WERE ALSO AWARDED TO 2 MEMBERS OF STAFF;

- Sherwin Andrews, Security Officer - Lighthouse – Ham
- Cerrone Sammy, Stock Control Clerk – Lighthouse - Turkey

And to commemorate the Christmas season every member of staff was presented with a hamper.



1st Prize winner Lincoln Charansingh, Electrical Purchasing Manager - Lighthouse, receives his Air Fryer from Joann Thomas-Smith, Administrator - Lighthouse.



Lighthouse's South Electrical Sales staff with their Christmas hampers.

## NOVA LIGHTING'S EXCELLENCE IN CUSTOMER SERVICE

**Building and maintaining good customer relationships are crucial to the success of any business. The goal is to ensure that their experiences and impressions are consistently top-notch, and they leave knowing they are receiving carefully curated products and brands with excellent consultancy services from Nova Lighting.**

Nova Lighting's staff is professionally trained with the expertise and knowledge to guide and recommend the best lighting solutions and styles for your commercial, industrial and residential space. They receive training from the American Lighting Association and retail a wide variety of superior lighting fixtures.

Kristal 'Naomi' Hunte-De Freitas, Sales Representative – Nova Lighting is one such member of staff who is well versed in her field, loves her job and takes great pride in her ability to assist customers with their lighting projects. She recently had the pleasure of assisting Mrs. Anjali Sobrian who thoroughly enjoyed working with her. Mrs. Sobrian was extremely impressed and reached out to us with the following feedback;

"...upon my visit to Nova my shopping experience was completely transformed by Naomi. She displayed a very persuasive wealth of knowledge in her products, offering suggestions for my home, room by room taking every aspect of my space into consideration, such as ceiling height, room décor, and my personalized decor preference (modern, contemporary etc.). This girl is amazing, to the point of my being able to find a light fixture to adorably work for every single room of my home... the support I received from Naomi enhanced my purchasing desire to Nova, I ruled out shopping anywhere else as a result of the fun I had with Naomi. Our delivery guy, Nirmal was also very pleasant and helpful.

Achieving outstanding customer service in Trinidad is rare and extremely difficult to cultivate in most organisations, but you have a diamond at your store Mr. Patihk, I think she definitely is a driving force at Nova."

Such kind words go a long way with every member of staff at Nova Lighting.



Kristal 'Naomi' Hunte-De Freitas, Sales Representative  
- Nova Lighting, is always ready to assist you.

# INVESTING IN THE FISHING INDUSTRY

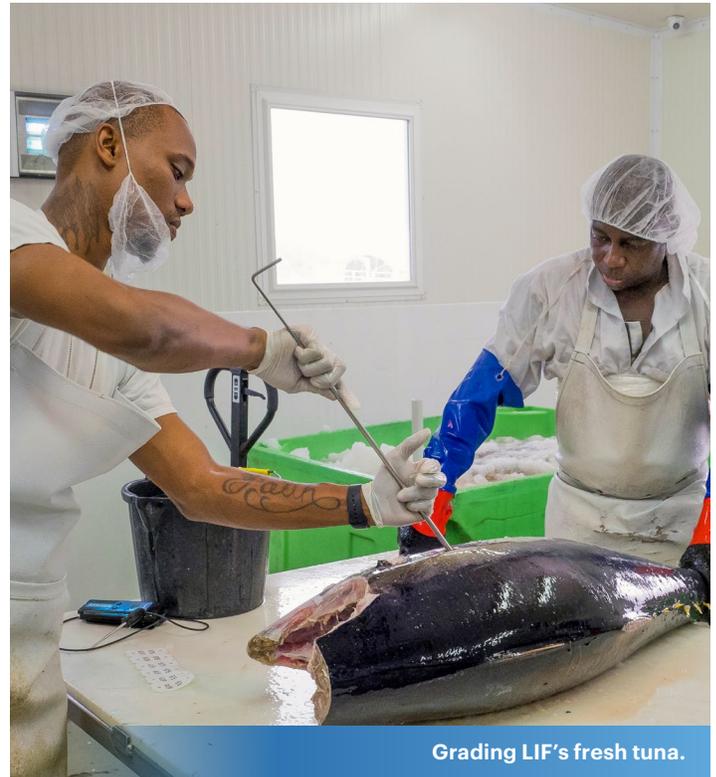
**Land Ice & Fish Limited (LIF), formerly Trinidad Dock and Fishing Limited, was acquired by HADCO Group’s co-CEOs John, Robert and Joseph Hadad in 2018 and by HADCO Limited in March 2020.**

Between 2018-2020, the facility and its operations were carefully restructured and modernised to facilitate the growing and evolving needs of both internal and external stakeholders.

The building was given a facelift and significant improvements were made to the infrastructure and development of the facility. These included new and refurbished office spaces and workrooms. The company also expanded its ice production capacity from 20 to 40 tons per day and ice storage capacity from 30 to 60 tons.

LIF has surfed the COVID-19 wave strategically under the leadership of our co-CEOs John, Robert and Joseph Hadad. In September 2020, the company offloaded and shipped 528,382 lbs. of tuna, breaking its April 2017 record of 502,807 lbs. Our future investment strategies aim to lead to the kinds of domestic industry development that will capture more foreign exchange.

LIF’s future is bright as it is driven by experienced leaders who have a deep passion for the industry itself. The modernisation and upgrades to the facility’s infrastructure mitigated safety concerns and increased productivity and comfort of the staff and external stakeholders. Such enhancements improved LIF’s reliability and safety and solidified the company’s aim to be the number one tuna exporter in the local industry.



Grading LIF’s fresh tuna.



LIF’s logistics are well prepared for fresh tuna exports.



A LIF worker loads tuna for export to the US in our specially made Vetter Boxes.



## HEALTH, SAFETY & ENVIRONMENT DEPARTMENT ADAPTING TO THE NEW NORMAL

As 2020 progressed, the HADCO Group of Companies continued to adhere to the Ministry of Health's COVID-19 safety protocols. The Health, Safety & Environment Department's (HSE) duties and responsibilities evolved with the new normal.

They oversee the enforcement of sanitising, temperature checks and ensure all safety protocols are communicated with staff via meetings, emails and flyers. With these ongoing measures in place the HSE Department was able to continue its training and annual inspections to ensure a safe and healthy workplace.



**During the latter half of 2020, whilst observing COVID-19 protocols, the following inspections and certifications were conducted in accordance with the OSH Act and Food Safety Audits.**

- All diesel tanks on JRJ Warehousing Compound were inspected and certified by International Marine & Industrial Inspections Limited.
- Ongoing internal inspections and certifications are being carried out by the HSE Department at HADCO Group's new subsidiaries, Little Woods Foods Company Limited and New Age Recycling Limited as well as Caribbean Battery Recycling Limited, a recycling company under our management, to ensure they are OSHA compliant.
- Thermometers used to measure temperatures within the chillers, freezers and products were calibrated. This is done annually by Instrument Technologies Company Limited (ITL) and is a requirement for Food Safety Audits. This year due to the pandemic, ITL implemented an appointment system to facilitate their stakeholders and reduce touchpoints and physical interactions.

**Requisite training for all 115 staff working in JRJ Warehousing Compound (drivers, loaders, dry goods staff, chiller staff, freezer staff and housekeepers) was conducted by the HSE Department in preparation for the Yum Food Safety and Quality Audit. Small classes of 10 were held where participants were physically distanced and COVID-19 protocols were adhered to.**

**This training included the following modules:**

- Cleaning and Sanitation
- Crisis Management Training
- Food Safety and Hazmat Training
- Personal Hygiene
- Food Security Training
- Product Handling

Inspections, certifications and training continue to save lives, prevent injuries, increase employee productivity and protect the health of our stakeholders at the HADCO Group of Companies.

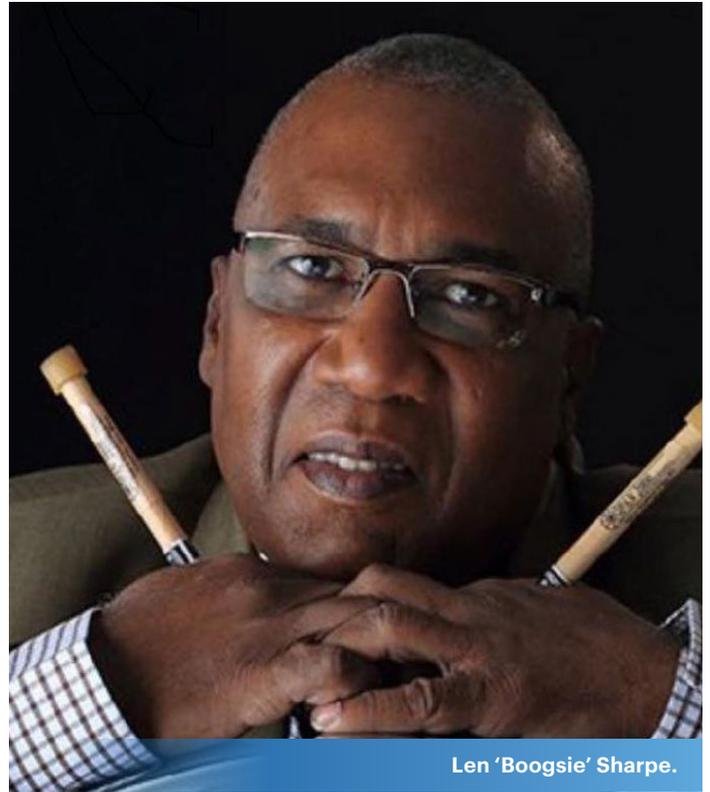
# HADCO PHASE II PAN GROOVE

## HONORARY DEGREE OF DOCTOR OF LETTERS (DLITT.) FOR LEN 'BOOGSIE' SHARPE

Hats off to the musical genius Len 'Boogsie' Sharpe on his Honorary Degree of Doctor of Letters (DLitt.) for steelpan arrangement, composition, and performance from the University of the West Indies (UWI). This degree is to be conferred at the St. Augustine Campus during the period of January 11-12, 2021.

Len 'Boogsie' Sharpe grew up in a panyard in St. James where he began playing our national instrument at the age of three, and at the age of nine formed his own band with some friends. In 1972 he created Phase II Pan Groove and in 1987, he composed and arranged "This Feeling Nice" and became the first arranger to play his own composition and win the National Panorama competition. 'Boogsie' went on to win six additional National Panorama titles. In 1987 he was awarded with the Trinidad and Tobago Chaconia Medal Silver (Culture) and in 2009 the Trinidad and Tobago Hummingbird Medal Gold (Culture) from the Office of the President of the Republic of Trinidad and Tobago.

Len 'Boogsie' Sharpe is an internationally accomplished arranger and innovative composer who continues to push and elevate the musical boundaries of our national instrument. Congratulations to the "maestro of steelpan" on UWI's recognition of his sterling contributions to the pan fraternity and HADCO Phase II Pan Groove.



Len 'Boogsie' Sharpe.

## LEN 'BOOGSIE' SHARPE – HONORARY CITIZEN OF THE CITY OF SAN FERNANDO

Accolades keep rolling in for HADCO Phase II Pan Groove's founder and leader Len 'Boogsie' Sharpe. His Worship Junia Regrello, Mayor of the City of San Fernando has awarded him an Honorary Citizen of the City on their 32nd anniversary celebration for his contributions to Trinidad and Tobago's music and art industry.



(Front row, fourth from left) Len 'Boogsie' Sharpe poses with his Honorary Citizen certificate from the Mayor of San Fernando, His Worship Junia Regrello (second row, fifth from left).

The theme was "Year of the Arts", and paid tribute to San Fernando's icons. The Mayor expressed his admiration for 'Boogsie's' musical gifts and acknowledged this living legend's artistic and cultural legacy. Congratulations to 'Boogsie' from all at HADCO Group and HADCO Phase II Pan Groove!

**PAN IN UNITY**

This beautiful PAN IN UNITY Medley was arranged by the musical genius Len ‘Boogsie’ Sharpe and recorded and scored by Dr. Mia Gormandy and her team. Members of HADCO Phase II Junior Steel Orchestra sang in the “One Love” part of the medley.

“Performed by the largest Virtual Steelband ever assembled that consists of 691 musicians representing 23 countries! They all came together to unite under ONE LOVE because NOW IS THE TIME to IMAGINE what this beautiful world was always meant to be...EVERYONE living in PEACE and HARMONY.

The Medley consists of 3 songs, “Imagine” (John Lennon), “One Love” (Bob Marley) and Trinidad’s own “Now Is The Time”.



**FIRST: A DRIVE-THRU ART EXHIBITION IN THE CAPITAL CITY OF PORT OF SPAIN**



**HADCO was invited to participate in Savvy Solutions’ “FIRST: A Drive-thru Art Exhibition in the Capital City of Port of Spain” from mid-December 2020 thru January 2021 under the auspices of the Port of Spain City Corporation and the Mayor’s Office.**

This initiative aimed to foster a sense of positivity to the community in ringing in 2021 despite the challenges experienced by all this year.

Contributions from this event were made to the “Mayor’s Fund” for emergency needs of those in the community. It was also geared towards safely providing employment to the creative sector. HADCO is a keen supporter of the arts and this innovative reimagining of an art exhibition was a project worth supporting.

The Art Society of Trinidad and Tobago assisted in the selection of the art and the artists. The exhibition comprised a total of 50 art installations/banners along the route which includes Ariapita Avenue, Tragarete Road from Roxy roundabout into Downtown Port of Spain via Park Street unto Frederick Street and up upper Charlotte Street. HADCO sponsored a banner by the artist Lethe, which was installed on Ariapita Avenue. Take a drive to admire and support the work of Trinbago’s talented artists.



**FIRST: A Drive-thru Art Exhibition on Ariapita Avenue, Port of Spain.**

# VIRTUAL SCHOOL AND WORKING PARENTS - WAYS TO MAKE IT WORK

## (1) Become your child's learning coach:

Answer your child's questions. Communicate with the teachers and mentor and monitor attendance and progress. Allow another adult to help facilitate daily lessons and assignments; where possible. Balance the child's work schedule with other activities which do not involve screen time.

## (2) Plan your child's learning schedule around your work schedule:

Make sure that the activities that require the most support and input from you are done during the times you are available to help. Designate your work hours for independent study and familiarize yourself with those subjects which may be more difficult for the child to digest.

## (3) Design and utilize a "to-do" list:

Without these lists, children tend to be more distracted. Leave clear instructions for those times you are out of the house and make sure that assignments are completed as required.

## (4) Make use of planning tools:

Online school planning tools can help you integrate your family planning calendar with your child's school scheduler. Get your child use to managing the planner early. This way your child never misses an opportunity to work with the teachers.

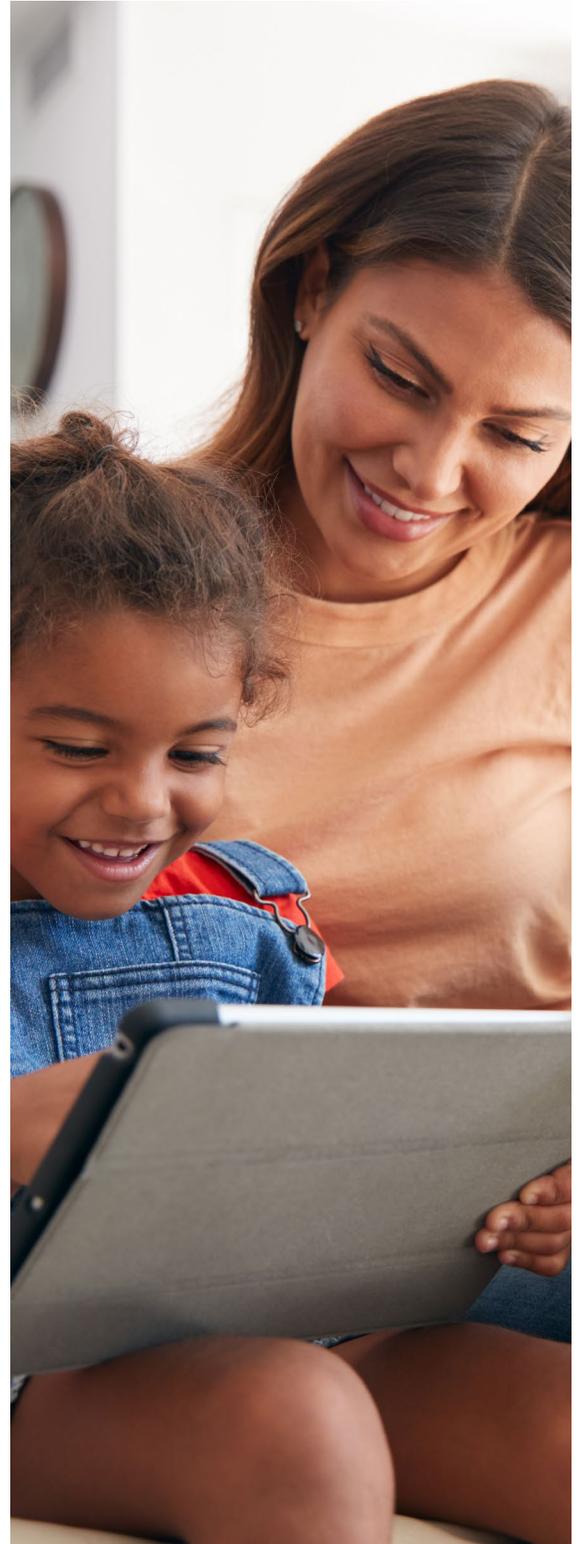
## (5) Be flexible:

There may be times when your child will not be able to complete some assignments without your support. Set aside another time to work on that assignment and encourage your child to continue working on the things that come more easily when you are not readily available. For full time working parents, evenings and weekends will usually be the best time to dedicate to being a hands-on learning coach. Remember to plan ahead.

## (6) Take advantage of teachers and peers:

Enquire as to whether the teacher can work one-on-one with your child and you to develop an individualized lesson plan while providing extra assistance on your schedule. Take advantage of any such resources and encourage your child to get in touch with the teacher for extra help. School discussion networks (like WhatsApp), real time classroom conversations, emails are all solid means of communication with teachers, and other parents or their peers.

(Information sourced from an Article on LinkedIn) By Peggy Barnholt



# FRONTLINE CUSTOMER SERVICE REPRESENTATIVE TRAINING

**On Saturday 11th and 25th July 2020, 50 front-line employees and first-line Supervisors from our subsidiaries HD Café (Häagen-Dazs Shops), Fresh Organics and Peppercorns participated in Customer Service Training held at our Häagen-Dazs Shop, Queen's Park West, Port of Spain.**

Both training sessions were conducted by our in-house Psychologist, Maureen Bowen and covered the following modules:

- Customer Service
- Boosting Customer Loyalty
- Enhancing Brand Reputation

There was a high level of engagement and feedback has been notably positive. Our employees were thankful for an avenue to express their concerns as well as to learn how to manage tricky situations. They were reminded how to greet and engage with customers while upholding the core values of HADCO Group. These sessions also strengthened work relations and increased employee morale.



Front-line employees and first-line Supervisors attended the training sessions.



HADCO Group's in-house Psychologist, Maureen Bowen (standing) conducts the customer service training.

## OUR RECEPTIONISTS - THE FACES AND VOICES OF HADCO GROUP

**Our receptionists are quite often the first touchpoint to greet stakeholders interacting with HADCO Group. They are essentially the face and voice of the company and play an important part in representing and embodying the Vision, Mission and Core Values of the Group.**

They make callers and visitors feel at ease, communicate information clearly and provide as much assistance where they can. They also ensure visitors follow requisite COVID-19 protocols.

The team comprises of four *Hadconians*, Mailyn 'Sasha' Hill Newton who joined us in March 2007, followed by Cassy Ann Sosa in December 2013, Chea Lazaar in June

2017 and Carissa Machado in June 2018. Over the years they have been a part of many changes and upgrades but their mission to deliver the best customer service HADCO Limited can provide has never wavered.

We congratulate them on a job well done as they continue to create a positive and memorable experience for our stakeholders.



(L-R): Receptionists of HADCO Limited, Cassy Ann Sosa, Carissa Machado, Chea Lazaar and Mailyn 'Sasha' Hill Newton.

## RETIREMENT OF *HADCONIANS* EMMANUEL ANDREWS AND ANTHONY CYRUS

We at HADCO Group would like to express our feelings of gratitude and joy having worked with Emmanuel Andrews, Heavy-T Driver – HADCO Limited and Anthony Cyrus, Security Guard – HADCO Limited for a combined 34 years of service. Retirement from employment marks the start of the next chapter for our treasured colleagues.

Both Emmanuel and Anthony are hard workers and terrific team members who greatly contributed to the success of the company. Emmanuel joined us as a Heavy-T driver in 2001 and worked with the Group for 18 years. He retired in 2019 and we wish him all the best. Anthony started his tenure as a *Hadconian* with our subsidiary Custom Interiors in November 2004 and dedicated 16 years to the Group. In 2020 he decided to retire and focus on personal activities.

While HADCO Group will miss working side by side with them, we are extremely happy as they transition from career to retirement. It is a momentous occasion, and we wish them a long, healthy, relaxing and fun retirement. You will be missed!



Emmanuel Andrews, Heavy-T Driver - HADCO Limited.



Anthony Cyrus, Security Guard - HADCO Limited.



📍 JRJ Warehousing Compound, Bhagoutie Trace, San Juan, Trinidad & Tobago, W.I.  
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