

# BAIA welcomes lifting of ban on sale of alcohol

Bajans encouraged to drink responsibly

**THE Barbados Alcohol Industry Association (BAIA) has welcomed the lifting of the ban on the sale of alcohol as part of Phase Two of the national reopening strategy, but strongly urges Barbadians to drink responsibly.**

Speaking on behalf of the Association, Raphael Grisoni, Managing Director of Mount Gay Distilleries, said: “We are thankful to be able to have our employees back on the job, so that they can continue to provide for their families and also to be able to play our part in stimulating the economy. However, we want to remind Barbadians to be responsible.

“Please follow the guidelines set out by Government as it relates to the sale of alcohol only on licensed premises as well as the prohibition of consumption on these premises. In other words, we should only be consuming alcohol in our homes during this time, not in rum shops, restaurants, at parties or gatherings.

“We want to reiterate that BAIA is strongly opposed to the abuse of alco-

hol consumption by any person, as well as the sale, promotion, and consumption of alcohol by minors under any circumstance. It is our role to educate the public on the responsible consumption of alcohol and to develop support measures that will limit its abuse and possible contribution to non-communicable diseases.”

Grisoni noted that during the last few months the wine, beer and spirit industry and its more than 3,000 direct employees had been dealt a harsh blow by the interruption of nearly all tourism-linked businesses, namely hotels, bars, restaurants, tours, beach vendors and other sports activities.

“The ease for the industry will not only benefit manufacturers of alcoholic beverages including Banks Breweries, West Indies Rum Distillery, Foursquare Rum Distillery, the St. Nicholas Abbey and Mount Gay, but local distribution companies that supply the product as well,” he explained.

Grisoni thanked Government and Prime Minister Mia Amor Mottley for the stellar



**Raphael Grisoni, Managing Director of Mount Gay Distilleries.**

management of the COVID-19 crisis on behalf of BAIA, adding, “We believe that this leadership has led to a containment of the virus in Barbados through the implementation of social distancing regulations, strict hy-

gienic protocols, and the curfew.”

He stressed that BAIA is following the strict Health & Safety protocols outlined by Government, including the implementation of sanitized premises, the usage of gloves,

masks, regular hand washing and social distancing on the plants and premises, in efforts to protect their employees and customers and encouraged all Barbadians to do the same and follow all protocols and regulations.

## Tourism sector can help drive recovery

TOURISM has shown its commitment to putting people first, according to Secretary-General of the World Tourism Organization (UNWTO), Zurab Pololikashvili.

The latest data from the United Nations specialised agency for tourism shows that 100% of destinations now have restrictions in place. Of these, 83% have had COVID-19-related restrictions in place already for four or more weeks, and as of 20 April, so far no destination has lifted them.

“Our sector can also lead the way in driving recovery,” he expressed.

“This research on global travel restrictions will help support the timely and responsible implementation of exit strategies, allowing destinations to ease or lift travel restrictions when it is safe to do so. This way, the social and economic benefits that tourism offers can return, providing a path to sustainable recovery for both individuals and whole countries.”

Moreover, the UNWTO’s latest analysis shows that of 217 destinations worldwide, 45% have totally or partially closed their borders for tourists – “passengers are not allowed to enter”; 30% have suspended totally or partially international flights – “all flights are suspended”; 18% are banning the entry for passengers from specific countries of origin or passengers who have transited through specific destinations; and 7% are applying different measures, such as quarantine or self-isolation for 14 days and visa measures.

Governments worldwide have therefore been called on to commit to supporting tourism through this unprecedented challenge.

“The sudden and unexpected fall in tourism demand caused by COVID-19 places millions of jobs and livelihoods at risk while at the same time jeopardising the advances made in sustainable development and equality over recent years,” Secretary-General Pololikashvili said.

## Nominate police and healthcare workers to win with BTMI

TEN healthcare and law enforcement workers who have gone “above and beyond the call of duty” during the COVID-19 pandemic will be rewarded for their outstanding service.

This was announced by Minister of Tourism and International Transport, Kerrie Symmonds, during a recent online launch of the Barbados Tourism Marketing Inc.’s (BTMI) “We Care” initiative.

Under the outreach, Barbadians are invited to share positive stories of their experiences with healthcare workers and police officers during the pandemic, and to nominate these frontline heroes to win a seven-night staycation or a trip to anywhere that Barbados has direct air service when commercial flights recommence. The suc-

cessful persons will also get to take a guest on their holiday of choice.

The We Care nomination period has started and will remain open until May 22. Winners will be announced in June.

Minister Symmonds said although frontline workers were being celebrated in Barbados every Wednesday, the We Care initiative sought to take that a bit further.

“When we see people like our healthcare workers and our security personnel, such as the police, on the front line dedicating themselves in the middle of this COVID-19 environment, where it is exceptionally difficult and dangerous, I think that it is very important that we pause, take stock of the effort that they are making and reflect on how best we can signal in

a very real and tangible way our appreciation for that which they do. The effort made by our frontline workers literally is the risking of their lives in order to preserve an infrastructure, and to resuscitate the opportunity to ensuring the livelihoods of about 50,000 Barbadians, whose living is directly or indirectly related to the tourism sector being resuscitated.

Therefore, they have demonstrated how much they care in taking care of us, and now it is our turn to want to take care of them and demonstrate a willingness to do so,” he explained.

The Tourism Minister acknowledged that while there were many essential workers on the frontline of COVID-19, the initiative would currently focus on police and healthcare professionals.

He stressed that these two categories of workers play a huge role in maintaining the island’s safety, which was important for this destination.

“What we wanted to do was to single out the more stellar and inspirational stories, and the reason is simply that Barbados sells itself internationally along a number of core brand elements, and perhaps the most important of those brand elements that we share with the world is the message how safe this place is. That safety is not just in the context of traditional security, but how we can preserve a person’s well-being in terms of their health. The healthcare workers in Barbados are preserving not only the nation’s well-being, but preserving the well-being of those people in

tourism...,” he reasoned.

Members of the public are invited to nominate the outstanding frontline workers in any of the following ways:

1. Social media photo entry of themselves making the heart symbol with their hands on Instagram or Facebook, along with a caption telling how the nominee has gone above and beyond.

2. Social media video entry on Instagram or Facebook stating how the nominee has gone above and beyond.

3. Website entry on [www.wecare246.com](http://www.wecare246.com).

4. Letter entry telling the nominee’s story in no more than 100 words. The social media promotional hashtag is [#wecare246](https://www.instagram.com/wecare246). For more information, persons should visit [www.wecare246.com](http://www.wecare246.com).