

Roberts Insider

*Tis the Season
for Timeless Joy*

Season's Greetings from our family to yours! Thank you for your trust and support. Wishing you joy, peace, and success in the coming year!

THE ST. MICHAEL SCHOOL TENNIS COURT HANDOVER

In alignment with our CSR thrust to support sports development and community building, Roberts Manufacturing refurbished the tennis courts at the St. Michael School. The Minister of Youth, Sports and Community Empowerment Hon. Charles Griffith, M.P., key personnel from the sports industry and Roberts employees were in attendance at the unveiling ceremony. Our ambassador Kaipo Marshall is coincidentally an alumnus of the School.



CORPORATE SOCIAL RESPONSIBILITY



CELEBRATING COMMUNITY & TALENT.

Our commitment goes beyond products, it's about investing in Caribbean talent and lifting up future generations. That's why we were proud to partner with rising tennis star Kaipo Marshall; his discipline, passion and community spirit reflect our vision. Together, we're fueling the future by investing in youth, sport and opportunities that uplift our nation.



SUPPORTING FARMERS THROUGH SENSITIZATION SEMINARS

Pinnacle Feeds' most recent seminar titled "From Feed to Field – Connecting Nutrition to Results" was held at the Lloyd Erskine Sandiford Centre. The session brought together poultry farmers, retailers, and agricultural leaders to discuss two major challenges facing the local poultry industry: heat stress management and gizzard erosion. The event was led by Dr. Esteban Cornejo, an international veterinarian consultant who shared practical strategies tailored for our tropical climate, from nutritional adjustments to smarter farm management systems. Dr. Cornejo explained. "The most comfortable animal will be the most productive."



ROBERTS FARM & PET MART CUSTOMER APPRECIATION DAY

Customer Appreciation Day at the Farm & Pet Mart is not to be missed! At the most recently concluded event, customers were treated to samples of Stir Fried Rice & Lamb and Coconut Sweetbread featuring our Sunflower Coconut Spread. In addition, sno-cones quenched the thirst of shoppers who also received gifts with their purchases. As an added bonus, our Pinnacle Feeds customers had a chance to win prizes having purchased \$250 or more in Feed.

CELEBRATING INTERNATIONAL DOG DAY ACROSS THE REGION



In recognition of International Dog Day, we reaffirmed our commitment to community by supporting animal welfare organizations across Barbados. We proudly donated over \$2,000 in dog food and essential supplies to three incredible organizations Ocean Acres Animal Sanctuary, The Animal Control Unit and The Ark Animal Welfare Society.



Fur babies and fur parents were feted during Dog Day with Roberts: The Ultimate Dog Care Experience held at Lindo Park, Goodwill in Dominica. With onsite adoption, free health checks, grooming services, dog food sampling and dog food on special, this event definitely left tails wagging until next year.



INVESTING IN CULINARY DEVELOPMENT

Supporting the Jean and Norma Holder Hospitality Institute (JNHHI) at the Barbados Community College (BCC) means investing in our future hospitality stars. This Summer we donated commercial equipment and Roberts Soybean Cooking Oil to help them get ready for the year ahead.



SUPPORTING BARBADIAN CULTURE

As a proudly local brand, Roberts stayed true to our roots. This Crop Over, we joined some of the season's biggest events including Pour Decisions, Island Mas, UV Vibe, Awaken, and more. We went beyond product sampling to create welcoming spaces where everyone could connect, cool off, and enjoy the flavours they love.



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