



Government of the Republic of Trinidad and Tobago

Ministry of Trade and Industry

MEDIA INVITATION

Trade Minister tours CBTTL Plant, talks exports, expansion

September 5, 2024: On Wednesday, Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry, and other Ministry officials toured the Caribbean Bottlers Trinidad and Tobago Ltd. (CBTTL) plant in Macoya to observe first-hand the company's manufacturing operations, innovation and export capacity.

At the start of the tour, the Minister met with CBTTL's and Coca Cola Company's Executive Team members including: Mr. Alberto Rivera, Senior Vice President and Chief Financial Officer, CC1 Group (the parent company of CBTTL); Mr. Carlos Diaz, Vice President, International Operations, CC1 Group; Mr. Louis Balat, President of Coca-Cola Company, Latin Center; Mr. Muhammed Abdullah, VP, Franchise Operations, Caribbean, The Coca-Cola Company; and Mrs. Camille Chatoor, General Manager, CBTTL.

Discussions focused on several pivotal aspects of CBTTL's operations locally and touched on strategies for promoting further growth in Trinidad and Tobago, the economic significance of the region, and the export expansion plans of the company.

The tour showcased live bottling and packaging along the company's recently expanded seven lines, which has increased production capacity for 15 beverage brands in the market.

Praising the company for its innovation, forward-thinking leadership, and ongoing contribution to T&T's economy, the Minister said, "CBTTL's commitment to growth and development underscores our shared vision for a prosperous Trinidad and Tobago."

The Minister also noted the Coca Cola Company's global sustainability initiatives such as World Without Waste, and local investments in Every Bottle Back TT, a national



Corporate Communications Unit
Ministry of Trade and Industry
Levels 17, Nicholas Tower, 63-65 Independence Square, Port of Spain,
Republic of Trinidad and Tobago

• Tel: (868) 623-2931-4ext 2722
• Email: mti-corporatecommunications@gov.tt

• Fax: (868) 627-8488
• Web: www.tradeind.gov.tt

program launched in May 2022 with industry partners to collect and recycle plastic beverage containers and other beverage packaging.

Mr. Balat emphasized the strategic importance of the country to Coca-Cola's operations in the Caribbean, stating, "Trinidad and Tobago is a key market for us, and our operations here are crucial for serving the wider Caribbean region. Exploring new markets and expanding our export capabilities will not only boost our business but also strengthen Trinidad and Tobago's position as a hub for high-quality products within the Caribbean and beyond."

Meanwhile, Mr. Rivera addressed future investments in the local market, noting, "We are committed to investing in local talent and technology through CBTTL to drive economic growth. Our presence here is not just about business; it's about creating jobs and building careers. We are dedicated to providing meaningful employment opportunities that benefit the local community."

Further reinforcing the company's growth objectives, Ms. Chatoor expressed enthusiasm for future initiatives, stating, "With continuous innovation and investments, Caribbean Bottlers Limited is poised for significant growth. We look forward to further collaboration with the Ministry of Trade and Industry to achieve our shared goals."

The Ministry of Trade and Industry remains steadfast in its role to facilitate business growth, trade and investment expansion. Trinidad and Tobago's estimated exports in the food and beverage sector were valued at TT\$3.2 billion in 2023. Among the top exported commodities were cereals, aerated waters and other waters (sweetened/flavoured/mineral), aromatic bitters, other non-alcoholic beverages, and chocolate and cocoa preparations.

-END -

