



Government of the Republic of Trinidad and Tobago

Ministry of Trade, Investment and Tourism

MEDIA RELEASE

Supermarket Association and Member Supermarkets Sign Buy Local, Build Trinbago Charter

May 20, 2026: – The Ministry of Trade, Investment and Tourism marked another milestone in the national Buy Local, Build Trinbago campaign on Wednesday 20 May 2026, as the Supermarket Association of Trinidad and Tobago (SATT) and five member supermarkets formally signed the Buy Local, Build Trinbago Charter at the Ministry's Head Office in Port of Spain.

The Charter was signed on behalf of the wider membership of the Supermarket Association of Trinidad and Tobago (SATT) by SATT President Mr. Biondi Bachew, affirming the association's support for the initiative. Acknowledging this collective commitment, individual representatives from Better Deal Supermarket Limited, Croisee Supermarket Ltd, Persad's D Food King Group, S&S Persad's Supermarket, and Westbees Supermarket also signed the Charter on behalf of their respective organizations. This brings the total number of Charter signatories committed to the initiative to eighteen (18).

The Buy Local, Build Trinbago Charter was launched in January 2026 by Senator the Honourable Satyakama Maharaj, Minister of Trade, Investment and Tourism and is intended to increase the visibility, competitiveness and consumer confidence in locally produced goods and services, while supporting the development and expansion of local businesses.

Speaking at Wednesday's signing ceremony, Minister Maharaj said the supermarket sector sits at a critical point in the national economy, where local production meets the consumer.

“Supermarkets sit at one of the most powerful points in our economy: the point where local production meets the consumer. What is placed on a shelf, how it is displayed, how it is promoted, and how consistently it is made available can determine whether a local business grows, struggles, or disappears.”

COMMUNICATIONS UNIT

Minister Maharaj further emphasized,

“The Buy Local, Build Trinbago campaign is not simply about encouraging patriotism. It is about economic development. It is about giving local producers a fair opportunity to compete, helping consumers recognise the quality that exists here at home, and ensuring that more of the value we create circulates within Trinidad and Tobago.”

The signing by SATT and its members is particularly significant given the reach and influence of the supermarket sector, which directly facilitates the entry of local goods into households across Trinidad and Tobago.

The Ministry of Trade, Investment and Tourism will continue to work with retailers, producers, business support organisations and consumers to strengthen demand for local goods, improve the visibility of local brands and encourage more intentional support for businesses that manufacture, produce and provide services in Trinidad and Tobago.

As part of the campaign, the Ministry has also launched the Buy Local, Build Trinbago social media platforms to encourage consumers to support local products and services. Business owners are also invited to register to be listed in a digital catalogue of local products and services, which will be promoted nationwide during the campaign.

Follow the Buy Local Build Trinbago Campaign on Instagram, Facebook, and Tik Tok @buylocalbuildtt

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