



**ROADTOWN**  
WHOLESALE  
TRADING LTD.

[WWW.RTWBVI.COM](http://WWW.RTWBVI.COM)



# Roadtown Wholesale Trading Ltd.

## SUPPLYING THE NECESSITIES

Before establishing Roadtown Wholesale distribution in 1961, Peter Haycraft, formerly a sailor from England, owned a modest mom-and-pop store, providing groceries to the resident population of Road Town, Tortola, the capital city of the British Virgin Islands (BVI). In 1963, his company purchased its first cargo vessel, the M.V. Kilros, in order to get products to Virgin Gorda, Tortola's sister island – groceries were actually sold right off the boat. “There wasn't much development, at all, on the islands,” says the company's current Managing Director, Simon Potter. “We started a very small grocery store and the company continued to grow and grow.”

Indeed, over the last half-century, Haycraft's wholesale company, Roadtown Wholesale Trading Ltd. and its chain of retail outlets, Riteway Food Markets (RTW), established in 1977, have grown considerably. The company built its first warehouse in 1970, and converted it to a Cash-and-Carry outlet in 1985 to meet the demands

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**SIMON POTTER**  
MANAGING DIRECTOR





# CARIBE Industrial Systems Inc.

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Caribe Industrial Systems, Inc. (CISI) was founded in 1977 by Warren C. and Donna E. Gundry. The company is celebrating 40 Years of being in business early next year. CISI's mission is to provide its customers with unique cost saving ideas and solutions with its high-quality and innovative Packaging Materials and Equipment. For over 40 years, the company has served all major manufacturing sectors of Puerto Rico and the Caribbean Islands from the Bahamas to Barbados and all Islands in between.

The company's clients include over 250 companies in the Pharmaceutical, Medical Device, Food & Beverage and Electronics Industries, among others. Its products include: hot melt and liquid adhesives, packaging and industrial tapes, cushioning material, air bags, tier sheets, corner boards, slip sheets, coding products, thermal transfer ribbons, labels, plastic pallets and containers, tape and label dispensers, desiccants, printed stretch sleeves, reclosable polyethylene and medical/bio hazardous bags, security seals, a wide assortment of poly bags, tamper evident shrink bands and shrink sleeves, stretch films, shrink and bundling films, propane gas tank stretch sleeves and plastic plugs, and more.

On the equipment side, CISI offers adhesive application equipment, stretch wrapping equipment, shrink film sealers and tunnels, semi-automatic and automatic strapping systems, hand tools for manual strapping applications, carton/product coding equipment, case tapers and case erectors, bag sealers, cartoners, labeling equipment, and more. Caribe Industrial is an authorized distributor for industry leading companies such as the Nordson Corporation, Henkel Adhesives, Intertape Polymer Group, and Sigma Stretch Films, along with many others.

CISI maintains its inventory in a 21,000 square foot warehouse strategically located at Bayamon, Puerto Rico, with daily scheduled deliveries to each of the island's municipalities. The company's primary goal is to offer its clients the highest quality products available at competitive prices, to surpass their expectations with superior service, and to conduct its business with its clients and supplier partners in an honest and ethical manner.

CISI stands for **C**reative packaging solutions, **I**mmEDIATE response to its customers' needs, **S**ervice with a smile and **I**ndustry-leading suppliers. Its dedicated employees are committed to excellence in all aspects of **their business**. Customer service personnel handle all orders efficiently and expeditiously. Its warehouse personnel assure that all orders are dispatched correctly and on time. CISI has a factory-trained technician for technical assistance.

CISI's website address is [www.caribeindustrial.com](http://www.caribeindustrial.com). Its headquarters phone number is (787) 787-2474. Please email them for more information at [cisi@caribeindustrial.com](mailto:cisi@caribeindustrial.com). The Physical Address is: Road 2 Km. 15.2, Hato Tejas, Bayamon, PR 00961 The Postal Address is: PO Box 60980, Bayamon, PR 00960



Today, Roadtown Wholesale Trading Ltd. and Rite Way are the lead supermarket wholesaler and retail distributor of food, beverages, and related goods in BVI, with a combined 70 percent share of the market.

of a growing population and tourism industry. In June 2008, it opened the doors of a new 18,578-square-foot, Cash-and-Carry on an adjacent site.

In 2010, RTW christened a state-of-the-art, flagship retail store in Pasa. The 21,000-square-foot grocery includes an in-store bakery and deli, imported wines and cheeses, fresh cut meats, poultry and fish, a floral shop, and a variety of groceries, coffees and teas, spirits, tobacco, and household goods. "We have seven retail locations on Tortola," says Potter, pointing out the

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**MESSAGE FROM THE FOUNDER**  
Congratulations and best wishes to ROADTOWN WHOLESALE TRADING. Our association goes back nearly 40 years - we were called Overseas Trading then. It started with a meeting of the founders of both companies, Peter Haycroft and Morris Rotstein, at the annual ANTIGUA SAILING WEEK - at which time Peter Haycroft invited Morris Rotstein to visit BVI and establish contact with the ROADTOWN GROUP for the supply of food products.

Contact was made with Bill Ahearne and business was started with shipments of a variety of food products, which included milks and sugars. The food trade has continued and grown to this very day. Since then both companies have expanded their size and operations. Thanks to the efforts of Mr. Potter and his team, Roadtown has grown extensively and has become a dominant institution in the BVI.

Meanwhile Chinook Trading Canada has grown and extended its activities beyond the BVI to some 30+ countries in the Caribbean Central, and South America. Roadtown we are looking forward to the continuation of our strong association, and wish you ongoing success for the future.

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## ROADTOWN WHOLESALE



extent of the company's grocery empire. "We have two cash-and-carry stores; one on Tortola and one on Virgin Gorda. And we have a main, wholesale distribution center on Tortola."

Today, Roadtown Wholesale Trading Ltd. and Rite Way are the lead supermarket wholesaler and retail distributor of food, beverages, and related goods in BVI, with a combined 70 percent share of the market. Roadtown Wholesale services its own and other retail stores in which it has a financial interest, such as Fine Foods and Harbour Market, while supplying many of the BVI's hotels, restaurants, bars, yacht charter companies, and other businesses.

Very little of the company's products are obtained locally, Potter says. "We try to buy as much as we can, locally, but not much is produced in the island," he admits. "Most of our products come from the U.S., Canada, England, and other Caribbean islands." The company carries exclusive distribution rights for brands such as Kraft, General Foods, M&M Mars, Kellogg's, Nabisco, Coca Cola, Heineken,



## AT A GLANCE ROADTOWN WHOLESALE TRADING LTD.

**WHAT:** A wholesaler and retail distributor of food, beverages, and related goods

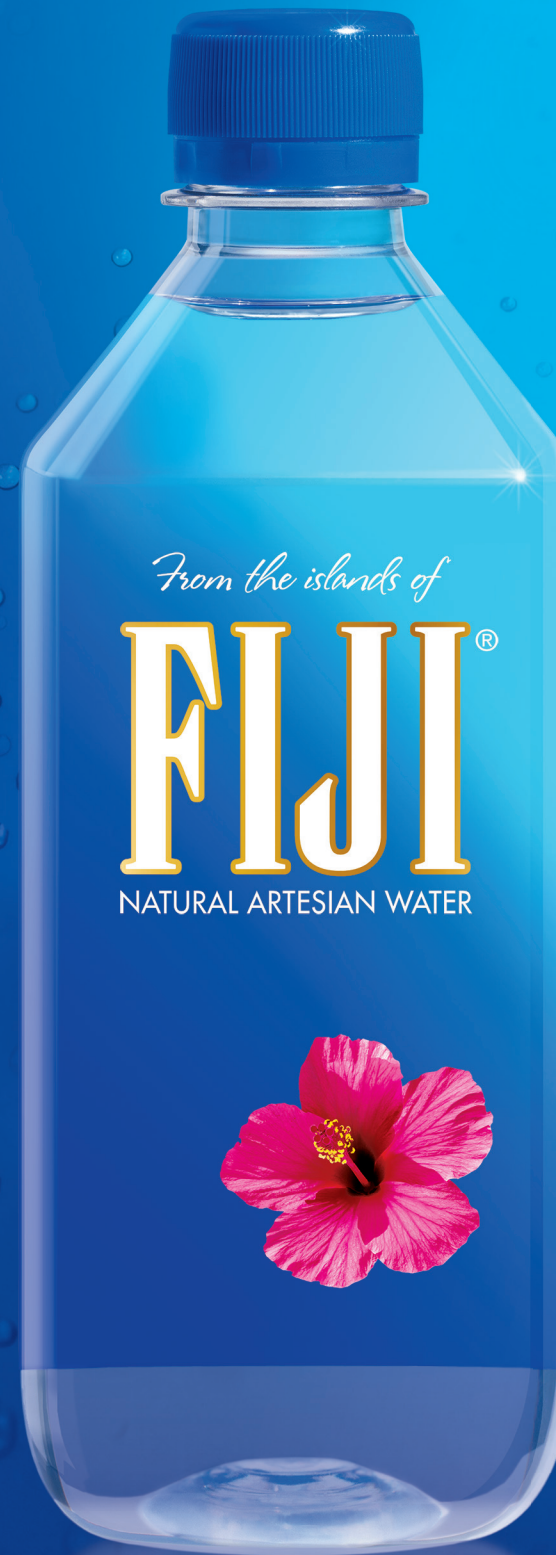
**WHERE:** Road Town, British Virgin Islands

**WEBSITE:** [www.rtwbvi.com](http://www.rtwbvi.com)

Grey Goose, Finlandia, Jack Daniels, Mount Gay Rum, and Gallo Wines.

Roadtown Wholesale has approximately 485 employees making it the largest, private employer in the BVI. The company invests heavily in continuous employee training, including offering online courses to all of its personnel in areas such as Customer Service, Category Management, and Supervisory Training. Some employees have even received full scholarships for their continuing education. In addition to a pension program, according to Potter, the company also allows its workers to become company owners. "Employees who work over ten years have the option of purchasing shares in the company," he says.

Potter reveals that company founder, Haycraft, is now 84 years old and looking forward to retiring. "So he would love to sell his shares, which is a



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possibility that might happen,” he says. In fact, this past May, Haycraft issued the following press release: “I have devoted over fifty years of my life to RTW, starting from nothing and building the company into what you see today. I now wish to retire from day-to-day responsibility for the business, and to spend some more time enjoying my garden and watching cricket.”

Several companies have expressed interest in taking up Haycraft on his offer, and one, The North West Company, a Canadian-based, widely-held, public retailer that specializes in serving smaller countries and regions, has entered into Letters of Intent to acquire a majority ownership position in Roadtown Wholesale Trading Ltd. - operating as Riteway Food Markets.

Meanwhile, Peter Haycraft’s grocery empire will continue to dominate its sector of the BVI economy, selling high-quality food, beverages, and other necessities to the residents who populate and the tourists who visit the Caribbean paradise.







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### 4 CHEESE RAVIOLI WITH PAN ROASTED ZUCCHINI AND MINT

**INGREDIENTS**

- 5 tablespoons extra virgin olive oil, divided
- 1 medium zucchini, cut into thin ribbons
- Kosher salt and freshly ground black pepper to taste
- One 10-ounce package
- Giovanni Rana 4 Cheese Ravioli
- 1/2 cup finely grated pecorino romano cheese, plus more for garnish
- 2 tablespoons chopped fresh mint, plus more for garnish

**PREPARATION**

Preheat the oven to 400°F. Pat the zucchini dry with a paper towel and place it in a large bowl. Toss it with 2 tablespoons of the oil and the salt and pepper and arrange on a large baking sheet. Roast the zucchini until wilted and the edges are charred, 15 minutes. Meanwhile, cook the ravioli according to package directions and drain, reserving 1/2 cup of the pasta cooking water. Return the pasta to the pot with the roasted zucchini and any juices that collected in the pan, the remaining 3 tablespoons olive oil, the cheese and the mint. Add the pasta water a little bit at a time to loosen to sauce if needed. Season with additional salt and pepper. Divide among bowls and top with more cheese and mint.






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## ROADTOWN WHOLESALE

### PREFERRED VENDORS

■ **Caribe Industrial Systems, Inc.**  
[www.caribeindustrial.com](http://www.caribeindustrial.com)

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On the equipment side, CISI offers adhesive application



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equipment, stretch wrapping equipment, shrink film sealers and tunnels, hand and automatic strapping systems, carton/product coding equipment, case tapers and erectors, bag sealers, cartoners and case erectors, and more. Caribe Industrial is an authorized distributor for industry leading companies such as the Nordson Corporation, Henkel Adhesives, the Intertape Polymer Group, and Sigma Stretch Films, among many others.

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■ **Chinook Trading Canada Ltd.**  
[www.chinooktrading.ca](http://www.chinooktrading.ca)

Chinook Trading Canada Ltd. is a Montreal-based, wholesale grocery company founded in 2006. It supplies products to over 30 countries in the Caribbean, Central, and South America.

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and seafood products, chocolate, specialty foods and other grocery items.

■ **Associated Grocers of Florida**  
[www.agfla.com](http://www.agfla.com)

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The Del Pedregal Family has been associated with the wine industry since 1825, when Carlos Alberto del Pedregal arrived in Chile from Asturias in Spain, bringing European vines with him. From then, eight generations have remained dedicated to the winemaking business, safeguarding the original traditions, whilst adapting to modern times. In this way, the company has been gradually investing in new technologies, acquiring new terrain, and challenging itself to respond dynamically to the needs of the 21st century consumer.

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■ **Waltkoch Ltd.**  
www.waltkoch.com

A family business, founded in 1950, Waltkoch is a producer, consolidator, and exporter of frozen foods around the world. Its products include: chicken, mixed vegetables, meats, ice cream, patties, pork, pizza, seafood, and turkeys.

■ **Rod Plus Solutions Ltd.**  
www.rodplussolutions.com

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