

PULSE

Big money in Chutney Brass

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Angostura Senior Marketing Officer Ricardo Bideshi, seated left, signs on behalf of his company, while RGP CEO Randy Glasgow, seated does the honours for RGP. Standing from left are Nadia Batson, KI Persad and Raymond Ramnarine of Dil-e-Nadan.

With five months still to go, Randy Glasgow is one events promoter who is ready for Carnival 2015. The big boss of Randy Glasgow Productions (RGP) told Pulse this week: “I am not joking next year. I have secured the services of some heavyweight sponsors for my events in 2015, including Super Industrial Services Limited (SIS) and Angostura, and this has allowed me to have everything on ready for the shows.”

One of the more lucrative signings Glasgow has had is with SIS which is sponsoring a “gift” of \$50,000 to the largest and most impressive single group of patrons attending next year’s Chutney Brass at Guaracara Park, Pointe-a-Pierre, scheduled for Saturday, February 7. The Biggest Lime competition is open to all patrons attending the event in a group of over 100 people.

Glasgow said this week: “Over the years Chutney Brass has seen groups of friends and families attending wearing either T-shirts of the same colour and or with personalised designs on them. We decided from next year to foster and encourage this display of unity and pure enjoyment by

offering a reward to the biggest, best co-ordinated and most exciting lime at the event.

“We are looking to encourage patrons coming from across the island to represent their communities, cricket, football and other sporting organisations, youth groups, UTT, UWI. We are also encouraging those folks coming in from other countries such as Guyana, Suriname, Canada, United States, London to make their ‘Big Limes’. They can hopefully be the group that returns home with that extra \$50K in their pockets.

“With the general elections taking place next year some people who heard of the plans for the competition have already indicated to RGP that they and their big limes will be donning T-shirts bearing their choice of candidates from the various political parties and for their respective constituencies. RGP welcomes this as long as it is all done in the spirit of good fun and with mutual respect towards one another at the event,” Glasgow said.

Next year will see more than ten chutney bands, an international guest band, over 20 chutney artistes, top chutney DJ's along with dance troupes, comedians and more taking the stage at Chutney Brass.

The other exciting development for RGP is that rum giant Angostura Ltd has signed on one of their leading brands (White Oak Rum) as a major sponsor for three big Carnival events next year and in 2016. The official signing took place last month at Angostura headquarters, Eastern Main Road, Laventille.

Angostura senior marketing officer, Ricardo Bideshi signed on behalf of his company, while Glasgow did the honours for RGP.

The two-year deal made White Oak Rum the official rum and gave Angostura's subsidiary company (Servic Ltd) exclusive pouring rights for Ladies Night Out—International Edition (Hasely Crawford Stadium, on Friday, January 30); brand new Sunbern Festival, featuring 15 soca and chutney bands on Sunday, February 14, at Guaracara Park, Pointe-a-Pierre; and, SIS Chutney Brass.

Special invited guests at the signing were entertainers Nadia Batson, Raymond Ramnarine, KI Persad, NCC CEO Michael Guyadeen, and Lonsdale Advertising CEO Ken Attale, Angostura's Giselle La Ronde-West, Romesh Singh, Andy Vieira, Keiron Gomez and Dale Garraway also participated in official signing.

Angostura has been a long-standing supporter and sponsor of RGP events spanning 12 years.