

THE HADCO TIMES

THE NEWSLETTER OF HADCO GROUP OF COMPANIES

ISSUE 46 | SEPTEMBER 2025

HADCO GROUP'S LONG SERVICE AWARDS 2025

ALSO IN THIS ISSUE

INTERNATIONAL MEDIA FEATURES HADCO EXPERIENCES
CREAMERY NOVELTIES ATTENDS THE CARIBBEAN FOOD & BEVERAGE TRADE SHOW
MOTT'S JUICE AND CREAMERY NOVELTIES SUPPORT KIND'S BACK-TO-SCHOOL DRIVE
MITTCO OPEN DAY 2025 - THE INSTRUMENT, THE CAREERS, THE PEOPLE

+ MORE INSIDE



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FEATURES



HADCO GROUP OF COMPANIES



SAMPSON'S TRANSPORT
COMPANY LIMITED



OUR VISION

A diverse and innovative company, empowered employees, integrated processes, and a brand image that makes us the preferred choice of customers

OUR MISSION

Enriching our stakeholders' quality of life, setting trends and providing superior brands and services

OUR CORE VALUES

- Accountability
- Customer Satisfaction
- Honesty and Integrity
- Employee Wellbeing and Growth
- Collaborative Culture
- Respect and Tolerance for All

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CONTENTS

COVER STORY

LONG SERVICE AWARDS 2025	04
--------------------------------	----

HADCO EXPERIENCES

INTERNATIONAL MEDIA FEATURES HADCO EXPERIENCES	06
15 ETIQUETTE DON'TS IN OTHER COUNTRIES – TRINIDAD AND TOBAGO FEATURED	07
INDEPENDENCE DAY AT AWNC	07

DISTRIBUTION

THE ICE CREAM CELEBRATIONS CONTINUED	08
CREAMERY NOVELTIES ATTENDS THE CARIBBEAN FOOD & BEVERAGE TRADE SHOW	09
MOTT'S JUICE AND CREAMERY NOVELTIES SUPPORT KIND'S BACK-TO-SCHOOL DRIVE	10
NEW MOTT'S FLAVOURS ON THE MARKET	11
HALF MOON INTRODUCES NEW LIMITED-EDITION FLAVOUR	11
YELLOW TAIL AND CREAMERY NOVELTIES AT FREEBIRD FESTIVAL - OIL + MUSIC	12
CHATEAU STE. MICHELLE WINES FEATURED AT U.S. EMBASSY CULINARY EVENT	12
YELLOW TAIL INFORMATION SESSION WITH SALES AND MARKETING STAFF	13
RICH'S BAKERY TECHNICIAN ANA RODRIGUEZ RETURNS FOR TRAINING AND PRODUCT SHOWCASE	14

MANUFACTURING

MITTCO OPEN DAY 2025 - THE INSTRUMENT, THE CAREERS, THE PEOPLE	15
MITTCO'S FREE STEELPAN WORKSHOP	16

HSE

FIRE DRILLS UNDER THE OBSERVATION OF THE TTFS	17
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OUR PEOPLE

PROMOTIONS	18
NEW EMPLOYEES	19

HADCO GROUP'S LONG SERVICE AWARDS 2025

HADCO Group recognises that the strength of our organisation lies in our teams. On Tuesday, September 16, 2025, we proudly hosted our Long Service Awards at HADCO Experiences at Asa Wright Nature Centre, where the lush rainforest provided a truly memorable backdrop for the occasion.

This annual celebration honoured employees who achieved significant milestones, ranging from five (5) to thirty (30) years of service. Each awardee was recognised for their unwavering loyalty, dedication, and invaluable contributions to the continued growth and success of HADCO Group over the past 33 years.

The day's proceedings were hosted by Lily Akien, Group Chief Human Resources Officer, who led the programme with warmth and pride. Group Co-Chief Executive Officers, Joseph Hadad and Robert Hadad also shared heartfelt reflections, acknowledging the role of long-serving employees in shaping the company's legacy and commending them for their dedication to excellence.

From those who are just beginning their careers with us to those who have devoted decades of service, this year's honourees remind us of the true meaning of teamwork, commitment, and resilience. We extend our deepest gratitude to all awardees for investing their time, talent, and passion into HADCO Group.

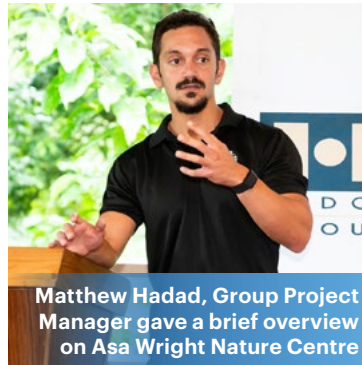
Congratulations to all our 2025 Long Service Awardees - here's to celebrating many more milestones together!



Joseph Hadad, Group co-Chief Executive Officer shares his sentiments



Robert Hadad, Group co-Chief Executive Officer addresses staff



Matthew Hadad, Group Project Manager gave a brief overview on Asa Wright Nature Centre



Lily Akien, Group Chief Human Resources Officer led the day's proceedings



Employees enjoy the ambiance of the Mango Room at HADCO Experiences at Asa Wright Nature Centre



Some of the Awardees who celebrated their special milestones. Congratulations and thank you to All

Photography was done by Brandon Harry @BrandonNareshStudios. To view the full album please visit:
<https://hadcoltd.com/group-news/gallery/>

INTERNATIONAL MEDIA FEATURES HADCO EXPERIENCES

As the work of building the HADCO Experiences brand continues, we are happy to share features in four major international publications: [XoNecole](#), [Beach.com](#), [The Arcadia Online](#), and [Hotel Executive](#), each celebrating our commitment to immersive, sustainable travel and positioning Trinidad as a premier destination for eco-luxury experiences.

In the reflective travel piece [XoNecole: Beyond Carnival: How Trinidad Changed The Way I Travel](#), Mariette Williams shares how her visit to Trinidad with HADCO Experiences challenged her expectations and transformed her approach to travel. Rather than the glitter and revelry of Carnival, she found herself immersed in nature, mud-splattered, wide-eyed, and deeply moved.



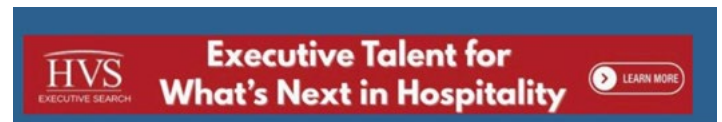
Her second article in [Beach.com](#) titled [“The Untamed Caribbean: An Eco-Lover’s Guide to Trinidad”](#) highlights her journey and the beauty of Trinidad’s natural landscapes.

In Iain Phillips’ article, [The Arcadia Online: Wildlife Adventures in Trinidad: Bats, Birds, and Baby Turtles](#), he evokes the textures, colours, and rhythms of the island’s ecosystems, brought to life during his visit with HADCO Experiences. At the Asa Wright Nature Centre, Phillips describes rainforest trails and waterfalls where “electric-blue butterflies dance through shafts of sunlight overhead, like the forest’s own confetti.”

The Untamed Caribbean: An Eco-Lover’s Guide to Trinidad



In [Hotel Executive’s “Why Immersive Niche Travel Experiences Are the Future of Hospitality”](#), John Hadad, Group co-Chief Executive Officer, HADCO Group explores the shifting landscape of hospitality and how HADCO Experiences is helping to redefine it.



Why Immersive, Niche Travel Experiences are The Future of Hospitality

By [John Hadad](#)

Group co-Chief Executive Officer, HADCO Group | August 2025



He asserts that travellers today are seeking more than just destinations they want meaningful, story-rich experiences. He outlined how HADCO Experiences meets this demand by offering curated journeys that connect guests with Trinidad’s nature, culture and community.

These recent features reflect a growing global interest in immersive, purpose-driven travel and HADCO Experiences is proud to be a proponent of this exciting development. From rainforest adventures and wildlife encounters to cultural immersion and conservation, our curated journeys continue to inspire meaningful connections with Trinidad’s natural and cultural heritage.

15 ETIQUETTE DON'TS IN OTHER COUNTRIES – TRINIDAD AND TOBAGO FEATURED

Trinidad and Tobago's unique customs were recently spotlighted in Reader's Digest's article "15 Etiquette Don'ts in Other Countries", which explores cultural behaviours that may be considered rude around the world.

Among the featured insights was a distinctly Trinidadian tradition: never passing pepper sauce hand-to-hand. The article quotes General Manager of HADCO Experiences, Warren Sinanan, who explains that this act is considered bad luck in local culture. Instead, the bottle should be placed on a surface for the other person to pick up.

This small but meaningful gesture reflects the island's rich cultural heritage and the importance of respecting local customs - something HADCO Experiences proudly shares with guests through its immersive, locally rooted adventures.

From wildlife encounters to culinary traditions, our experiences offer more than sightseeing, they invite travellers to connect with the heart of Trinidad.



GDMA1166/GETTY IMAGES

Don't pass the pepper sauce in Trinidad and Tobago

How could a little bowl or bottle of sauce cause such a stir? "Trinidadians love pepper sauce, and you'll find it on every table in every restaurant," says Warren Sinanan, the general manager of HADCO Experiences, a Trinidadian ecotourism company with a collection of eco-hotels and sustainable travel activities. So you'll definitely want to sample the popular condiment when you travel here. (Be warned, though, you might get hooked and need to make room in your luggage for a giant bottle of pepper sauce, like I did!).

Just be careful about how you share it. "Here in Trinidad and Tobago, it is a faux pas to pass pepper sauce directly hand-to-hand to another person," Sinanan says. While it's also considered poor table manners to pass hand-to-hand here in the United States, there's a tradition that goes along with the behavior in Trinidad. "It's believed that handing over the spicy condiment directly can lead to arguments or negative thoughts between both people involved," Sinanan explains. He says that while the origins are unclear, the belief has carried on for generations.

What to do instead: Want to add some spice to your meal and share the sauce, but not cause a stir? *Doe hut yuh head* (meaning, no worries), as they say in Trinidad and Tobago! "Just set the bottle down on the table so the other person can pick it up," Sinanan advises.

Trinidad and Tobago's custom "don't Pass the pepper sauce" featured in Reader's Digest

INDEPENDENCE DAY WITH HADCO EXPERIENCES AT ASA WRIGHT NATURE CENTRE

On Sunday, August 31, 2025 HADCO Experiences at Asa Wright Nature Centre hosted a vibrant Independence Day celebration, blending nature, culture, and national pride.

Guests enjoyed a special lunch buffet featuring traditional local dishes, served on the verandah overlooking the lush Arima Valley. The atmosphere was brought to life with a live steelpan performance by Obadele Allick, adding a joyful rhythm to the tranquil surroundings.

A festive Independence Day photo frame was also placed on the verandah, allowing guests to capture keepsake moments with the stunning rainforest backdrop.

The event was a heartfelt tribute to Trinidad and Tobago's heritage celebrated through music, nature, and the warmth of shared experiences.



THE ICE CREAM CELEBRATIONS CONTINUED

July was celebrated as Ice Cream Month, and HADCO Distribution carried out the festivities throughout August, treating customers to indulgence and excitement.

With beloved brands such as Häagen-Dazs, Magnum, Nestlé, Creamery Novelties, Ben & Jerry's, and Half Moon Vegan Ice Cream, the activations reinforced our reputation for bringing the very best frozen treats to the market. *Scoops of Happiness* and *Ice Cream Mania* continued throughout August, delighting shoppers at S&S Persad Supermarket in Guaya and at C3 Centre, where families and customers enjoyed complimentary frozen treats.

Ice Cream Mania took place at The Falls at Westmall every weekend throughout July and August, where mallgoers eagerly lined up for complimentary scoops from our premium frozen treats.

The fun, family-oriented atmosphere and striking branded displays created an experience that went far beyond sampling. These activations created the joy and memories that ice cream inspires, while strengthening consumer connections and reinforcing our brands as household favourites across Trinidad.

We once again thank our Marketing Team and supporting staff for their dedication, creativity, and enthusiasm in ensuring that Ice Cream Month and beyond was celebrated in true HADCO Distribution style.



Ice Cream Mania continued at the Falls at West Mall

CREAMERY NOVELTIES ATTENDS THE CARIBBEAN FOOD & BEVERAGE TRADE SHOW

Creamery Novelties Limited made their presence known at the Caribbean Food & Beverage Trade Show at the Bougainvillea Hall, Centre of Excellence, Macoya on August 22 and 23, 2025.

From the creative and colourful branding at their booth to the distribution of delectable ice creams, yogurts and novelties to attendees, Creamery Novelties quickly became a crowd favourite.

The event was hosted by the Supermarket Association of Trinidad and Tobago (SATT) and provided a powerful platform to elevate brands, connect with key industry stakeholders, and showcase products and services to a broad audience.

It brought together leaders from the region's food and beverage sector including supermarket chains, manufacturers, agro-processors, logistics specialists and technology providers who can forge strategic partnerships that strengthen regional and international supply networks.

Attendees were treated to an array of delightful Creamery treats while learning about Creamery's brand and presence. Kudos to the Creamery Novelties team for their successful execution.



Brand Manager Anastasia Pickering (centre) at the Creamery Novelties' booth with the beautifully-attired Creamery Brand Ambassadors



Creamery Yogurt was also distributed at the event

MOTT'S JUICE AND CREAMERY NOVELTIES SUPPORT KIND'S BACK-TO-SCHOOL DRIVE

Ahead of the start of a new school year, HADCO Distribution once again teamed up with Kids In Need of Direction (KIND) to provide school supplies to deserving students through a Back-to-School Drive.

For a lot of families, the cost of schoolbooks and supplies can create an added financial strain. KIND believes every child deserves the chance to step into the classroom with confidence, dignity, and the tools they need to succeed. Their Back-to-School Drive includes partnerships with companies that can assist in providing essential supplies, such as uniforms, backpacks, textbooks, stationery and more, directly reducing barriers to education while fostering self-esteem, academic readiness, and equal opportunity.

HADCO Distribution's brand, MOTT's Juice, partnered with KIND to support 200 students with essential school supplies through proceeds from the sale of MOTT's products for the period August 11 to 31, 2025. KIND also collaborated with Creamery Novelties and gifted students book vouchers and hampers valued at over TT\$10,000.00.

The contributions were presented to Jenine Benjamin, KIND's Operations Team Lead by Brand Managers, Darius Rawlins for MOTT's Juice and Anastasia Pickering for Creamery Novelties.

It was an honour for HADCO Limited to partner with an organisation that empowers children and contributes to their educational wellbeing; and we look forward to future collaborations that make a positive impact.



Anastasia Pickering (right) presents Jenine Benjamin with a HADCO hamper



KIND Gestures: Darius Rawlins (left) presents MOTT's contribution to Jenine Benjamin

NEW MOTT'S FLAVOURS ON THE MARKET

HADCO Distribution is happy to introduce three new flavours of MOTT'S Juice now available at leading retailers nationwide!

The new flavours include **Pineapple Passion Fruit**, **Apple Cherry** and **Apple Mango**.

Bursting with bold taste and packed with essential vitamins, these new and exciting MOTT'S flavours are the perfect pick for every palate.



HALF MOON INTRODUCES NEW LIMITED-EDITION FLAVOUR

Half Moon Vegan Ice Cream has launched a new and exciting limited-edition flavour to tantalise the tastebuds of their many fans!

We invite you to enjoy the tropical delight that is Guava Cheesecake. Lovers of this delicious vegan ice cream are already familiar with their seasonal Sorrel-Cheesecake Ice Cream. This new addition to their lineup puts a local twist on cheesecake with the use of local guavas. This dreamy dessert is suitable for persons who wish to reduce their dairy consumption while still enjoying an indulgent and creamy treat.

You can find it at leading retailers nationwide for a limited time only, so be sure to grab yours today!



YELLOW TAIL AND CREAMERY NOVELTIES AT FREEBIRD FESTIVAL - OIL + MUSIC

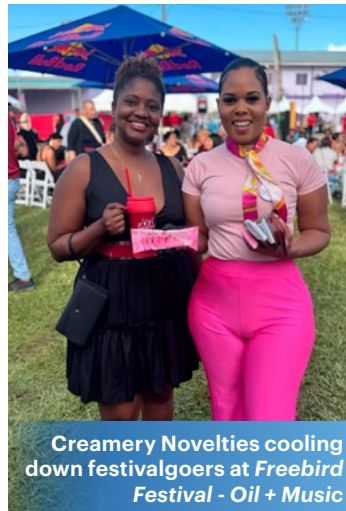
On August 30, 2025, music, art, and community came together at the *Freebird Festival - Oil + Music*, an event that quickly became a hub for Trinidad and Tobago's cultural expression to celebrate the Independence Day holiday.

The festival offered a vibrant mix of live performances, artistic showcases, and culinary delights, creating an atmosphere where patrons could celebrate our music and culture.

HADCO Distribution's Yellow Tail Wines was present at the event, allowing festivalgoers the chance to sip on the smooth, flavourful wines of Yellow Tail, a perfect pairing for the evening's lively performances and gourmet bites.

Creamery Novelties was also on hand, giving attendees a much-needed cool-down with their array of frozen delights.

We were happy to be a part of this patriotic event, the first of its kind. It was more than just a celebration, it was a powerful reminder of the creativity, resilience, and unity that define our nation.



CHATEAU STE. MICHELLE WINES FEATURED AT U.S. EMBASSY CULINARY EVENT

On August 19, 2025, the Caribbean Basin Agricultural Trade Office (CBATO) in Miami in partnership with the U.S. Meat Export Federation and the U.S. Embassy in Port of Spain, hosted a dynamic trade promotion event in Trinidad and Tobago.

The evening brought together importers, chefs, and food industry leaders for a showcase of premium U.S. meats, live culinary demonstrations, and a tasting reception that highlighted the versatility and quality of American products.

HADCO Limited was proud to participate in this celebration of flavour and innovation, with Chateau Ste. Michelle wines featured as part of the wine tasting. Guests had the opportunity to experience the distinct notes, balance, and quality of these premium wines, which paired beautifully with the dishes prepared during the reception.

The feedback from attendees was overwhelmingly positive, with many remarking on the range of flavours and the elegance that Chateau Ste. Michelle brought to the event. It was an excellent opportunity to showcase the strength of the brand in complementing fine dining experiences while reinforcing HADCO's role in presenting high-quality wines to the local market.



YELLOW TAIL INFORMATION SESSION WITH SALES AND MARKETING STAFF

At HADCO Distribution, we believe that product knowledge is key, especially for our Sales Representatives who are on the frontline with customers and potential clients.

On August 19, 2025, our Marketing Team hosted an engaging tasting and information session featuring Juan Botero, Director of Sales for Deutsch Family Wine & Spirits for the Caribbean and Mexico.

The session provided an in-depth look at Yellow Tail wines, a brand consistently ranked among retailers' bestsellers worldwide. Juan shared insights into the history of the brand, the significance behind its logo, and the remarkable journey that has led to its global success.

An interactive question-and-answer segment challenged staff to test their wine knowledge, sparking meaningful discussions. The session then transitioned into a guided tasting of the Yellow Tail wines that we distribute, moving

from dry to sweet profiles. Juan walked participants through the proper techniques of tasting wine, explained how to identify the unique notes in each bottle, and highlighted the best food pairings.

The experience concluded with staff sharing their personal tasting preferences, which created lively exchanges and added a collaborative spirit to the learning process.

This informative and hands-on session not only deepened our team's understanding of Yellow Tail but also reinforced our commitment to delivering expertise and excellence to our customers.



Juan Botero conducting the question-and-answer segment of the presentation



Wide selection of Yellow Tail wines

RICH'S BAKERY TECHNICIAN ANA RODRIGUEZ RETURNS FOR TRAINING AND PRODUCT SHOWCASE

From August 25 to 28, 2025, HADCO Limited once again welcomed Ana Rodriguez, Bakery Technician for Rich's Products, as she engaged in technical training and product familiarisation for our Bakery Technician, Sheryce Quash and the Food Service Sales Team.

The sessions provided a refresher on Rich's existing offerings while introducing the exciting On Top Soft Whip line, with a particular emphasis on beverage applications.

The programme began with a detailed presentation outlining the importance of maintaining the cold chain and highlighting the key selling points across Rich's three main categories: bases, toppings, and icings. Understanding the differences among these categories equips the team to make the best product recommendations to meet customer needs.

Following the theoretical part of the programme, there was a hands-on, interactive product station. Sales Representatives had the opportunity to sample and experiment with Rich's versatile line, including Bettercreme, donuts and icings,

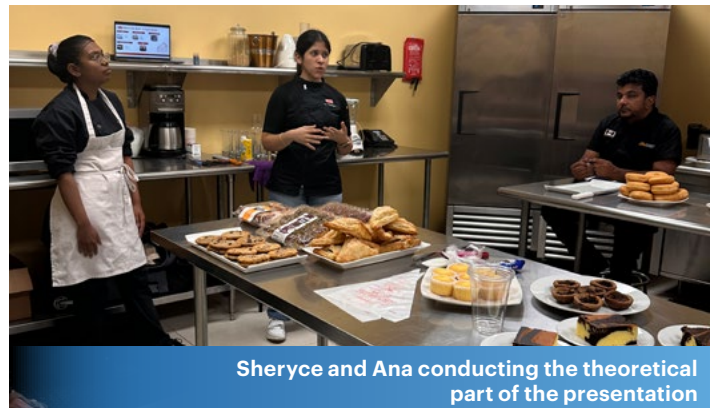
as well as the On Top Soft Whip in sweet cream, oat, and original varieties.

Stations were set up to showcase creative applications such as Aperol Spritz, cold brew with coffee jelly, peach iced tea, ice cream sandwiches, ice cream cookie cups, and Rich's latest innovations like micro-bite donuts and cinnamon rolls. The engaging sessions reinforced product knowledge while allowing team members to experience first-hand the taste, texture, and versatility that customers will appreciate.

Ana's visit was filled with energy and enthusiasm, leaving our teams more confident and inspired to promote Rich's products. These knowledge-sharing opportunities continue to strengthen our ability to deliver quality and innovation to the market.



The Food Service Team tried their hand at cake-decorating by testing the ease-of-use of the icings



Sheryce and Ana conducting the theoretical part of the presentation



Product shots of On Top Soft Whip Sweet Cream and Oat Milk flavours

MITTCO OPEN DAY 2025 - THE INSTRUMENT, THE CAREERS, THE PEOPLE

On Friday August 29, 2025, Musical Instruments of Trinidad and Tobago Company Limited (MITTCO) celebrated their Open Day, which was a resounding success for the 3rd consecutive year.

This year's theme focused on the instrument, the people and the careers, with the vision to encourage persons to appreciate our national instrument and what it offers.

MITTCO believes that steelpan is more than just music, it represents opportunity. Behind every note played lies a world of careers: Tuners, Builders, Arrangers, Performers, Educators and Cultural Ambassadors who dedicate their lives to shaping the sound of the instrument. From the manufacturing facility to the world stage, these careers highlight the power of pan to inspire livelihoods, artistry and global recognition.

The vision came alive from 9:00 a.m. at their facilities in Diego Martin, with enthusiastic guests from across Trinidad and Tobago and the wider Caribbean in attendance. They were treated to a factory tour to learn about the manufacturing of

the steelpan, as well as samples from HADCO Distribution's popular brands, including Grace, My Motto, Creamery, Mott's Juice, Fresh Start, Emborg and McCain.

The event also featured the participation of several organisations such as JMMB Express Financing, the Trinidad and Tobago Fire Service, COSTATT, Value Optical, DRETCHI and Sach and Steel.

To crown the day's celebrations, attendees were serenaded by the sweet sounds of the Trinidad and Tobago Police Steelband, the Merry Tones Steel Orchestra and MITTCO Ensemble, leaving the audience on a truly high note.

A special thank you to all our sponsors, supporters and guests. Your participation helped to ensure that the day was a tremendous success; and we look forward to having you join us next year.



The excitement is palpable as this lovely guest plays her first notes on the steelpan



The Trinidad and Tobago Fire Service demonstrating the technique used to put out a fire



Guests taking in the entertainment

MITTCO'S FREE STEELPAN WORKSHOP

Musical Instrument of Trinidad and Tobago (MITTCO) remains committed to nurturing pride and joy in our national instrument, with the vision of placing a steelpan in every home and school.

As such, the company initiated a free Steelpan Workshop for students of all ages, which began on September 2, 2025, at MITTCO's manufacturing facility in Diego Martin, Trinidad.

MITTCO sees the steelpan as more than an instrument - it is a symbol of creativity and resilience. As the only instrument invented in the 20th century and recognised globally as a cultural treasure, the steelpan holds a unique place in our identity.

Music is a powerful tool for education, empowerment and community building. By offering this workshop at no cost, MITTCO makes it easier to allow individuals to access the steelpan. This initiative is not only about learning to play; it's about inspiring passion, fostering discipline and instilling pride in the instrument that was born right here

in Trinidad and Tobago.

The free workshop creates a pathway for individuals who may later wish to pursue careers in music, education and steelpan manufacturing. More importantly, it ensures that the joy of pan is accessible to all, regardless of background. It is more than an educational program; it is an investment in culture, heritage, and all generations.

By teaching persons to play, MITTCO is also teaching them to dream, to value their roots and to carry forward the legacy of an instrument that continues to captivate the world.

Notably, MITTCO is pleased to have filled all spots to capacity until the end of November, showcasing persons interest and love for our national instrument.



Participants were well engaged in MITTCO's Free Steelpan Workshop

HSE CONDUCTED FIRE DRILLS UNDER THE OBSERVATION OF THE TTFS

In a proactive move to enhance staff readiness and assess the coordination of our Fire Wardens, the Health, Safety and Environment (HSE) department conducted a series of fire drills on August 18 and 20, 2025.

These exercises involved both Warehouse and Administrative staff and were done under the observation of the Trinidad and Tobago Fire Service (TTFS), who later provided their feedback and recommendations.

The alarms were activated at around 11:00 a.m., prompting immediate action as soon as the staff recognised the sound lingered longer than the usual alarm test. Fire wardens assumed their designated roles, guiding colleagues to the assigned muster points while Managers were tasked with conducting headcounts to ensure accountability for the whereabouts of all team members.

Following each drill, the HSE team met with TTFS officials to review the outcomes. The feedback was positive, overall. They stated that instructions were followed by all the relevant parties and order was maintained throughout the process, something that is crucial in the event of an emergency.

Kudos to all staff members for their cooperation and discipline, and a special thank you to the HSE department for spearheading this initiative.



Administrative staff headcount at designated muster point



Warehouse staff headcount at their designated muster point

PROMOTIONS

We extend hearty congratulations to the following employees who were promoted after demonstrating excellence in their field.



JOSANNE CALLENDER was promoted from **Merchandiser** to **Sales Representative** at **HADCO Limited** effective **September 9, 2025**.



KAYLA BARCLAY was promoted from **Merchandiser** to **Sales Representative** at **HADCO Limited** effective **September 15, 2025**.

NEW EMPLOYEES

We welcome the following employees who began their tenure in September, 2025.



Aaliyah Raymond – HSE Administrative Assistant, HADCO Limited

Aaliyah Raymond joins the team as an HSE Administrative Assistant, bringing up to nine years of work experience. She has a background in Customer Service and Sales and has a passion for music.

Aaliyah has also been a part-time entrepreneur for more than five years. She is motivated by opportunities to assist others and apply her knowledge and is known for being open-minded, helpful, and strong in interpersonal skills. In her free time, she enjoys music, dance and hairdressing.

NEW EMPLOYEES



Surika Noel – Inventory Control Clerk, HADCO Limited

Surika Noel joins HADCO Limited as an Inventory Control Clerk, bringing over eight years of experience as a Billing/Data Entry Clerk.

In her previous roles, she was responsible for Data Entry, Billing and Accounts Reconciliation, developing strong technical and organisational skills.

Surika is motivated by the desire to excel in her work and embrace new learning opportunities. A collaborative team player, she enjoys reading and cooking in her spare time. She lives by the philosophy: "Everything is in God's timing."



Ornella Mahabir – Logistics Coordinator, HADCO Limited

Ornella Mahabir joins the team as a Logistics Coordinator, bringing five years of experience in Procurement and Logistics.

Since the age of 18, she has worked with multiple companies, gaining valuable expertise in Administration, Automotive Purchasing, Procurement, Logistics, Marketing, Advertising and Event Coordination.

Ornella is motivated by the goal of creating a comfortable life for her family. In her spare time, she enjoys photography, art, going to the gym, and exploring make-up and skincare.



THAT'S IT FOR THIS ISSUE OF

THE HADCO TIMES

SEE YOU AGAIN FOR ISSUE 47!



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