



PRESS RELEASE

Barbados Chamber of Commerce & Industry's reaction to Subway Franchise

The Barbados Chamber of Commerce does not object to the recent application made for the Subway franchise to enter our market.

There has been some publicity in the media regarding the objections lodged to date and the reasons for such. Indeed, the policy has been somewhat inconsistent over the years since some foreign franchises – KFC, Shakey's, McDonald's and T.G.I Fridays' have been permitted in the fast food business while others have been turned down. However, competition, customer service or customer preferences have dictated how the various franchises which were given entry, have succeeded.

As a tourist destination, Barbados should not be adopting a hard rule which denies the entry of foreign franchises. While visitors should be encouraged to sample our local delicacies and dishes they should not be restricted from enjoying fast food or restaurant brands well known in the international arena.

This choice can only enhance our tourism product. Barbados has been successful in developing several indigenous fast food products and restaurants, these businesses need to be confident that their quality of service, product and prices will allow them to compete with any other entity in the market. The government in turn needs to ensure that there is a level playing field for all involved.

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