

GraceKennedy chooses Massy as new distribution partner



A Massy Distribution employee moves goods in one of the company's warehouses

GraceKennedy (GK) has named Massy Distribution as its new distribution partner for food and beverage products managed by its subsidiary, Grace Foods Latin America and the Caribbean (Grace Foods LACA).

The appointment took effect on February 2, 2026.

The move forms a key part of GK's strategy to solidify its regional presence and accelerate growth across the Caribbean, supporting the company's longterm vision of becoming the world's number one Caribbean brand.

CEO of GK Foods, Andrea Coy, said, "As we continue to execute our regional growth strategy, we are focused on building partnerships that enhance our ability to serve customers and consumers effectively. Massy Distribution

brings a strong distribution platform, deep market expertise, and a proven track record in Trinidad and Tobago.

We are confident that this partnership will create meaningful opportunities for sustainable growth and expanded market reach.”

Danielle Longman, general manager of Grace Foods LACA, also emphasised the importance of the T&T market in Grace’s regional portfolio.

“Trinidad and Tobago remains a key market for our portfolio. This new partnership positions us to broaden distribution, strengthen customer relationships, and deliver greater value,” she stated.

To support the transition, the release said Derrick Asraf, market manager, Southern Caribbean, and Stephen Sadler, regional manager, would work closely with the Massy Distribution team to ensure continuity of service and a smooth handover for customers and trade partners.

The release added that the appointment of Massy Distribution followed a mutual agreement between GK and Hadco Ltd to conclude their long-standing distribution partnership in T&T.

It also noted that GK recognised Hadco Ltd for its meaningful contribution to the growth and development of the Grace food and beverage portfolio in that market over the years, including its support of brand building and market expansion initiatives, the release further stated.

Grace Foods LACA is a subsidiary of GraceKennedy, one of the Caribbean’s largest and most dynamic conglomerates.