

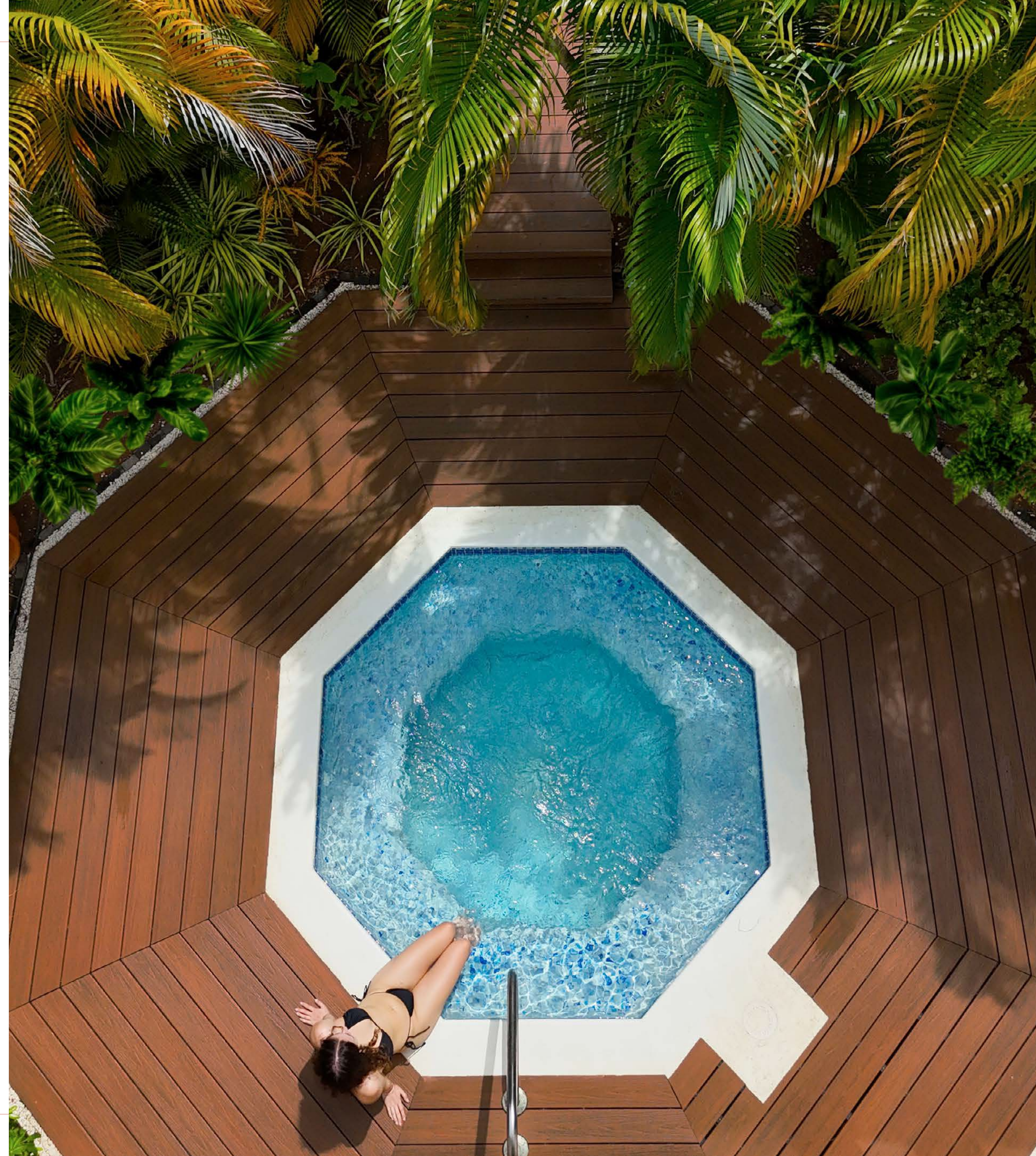


Sugar Cane Club  
HOTEL & SPA

# FREEDOM, FLEXIBILITY & AUTHENTIC EXPERIENCES

## TRADE MANUAL

Sugar Cane Club Hotel & Spa  
Relaunching May 2026 | St. Peter, Barbados





# *A Message from* THE MANAGING DIRECTOR

Dear Partners and Friends,

We are thrilled to unveil the next evolution of Sugar Cane Club Hotel & Spa; a complete reimaging of the concept and guest experience.

For years, we have proudly offered an all-inclusive experience. Now, as the world and travelers have evolved, so must we. Today, the modern Caribbean traveller is seeking authentic, relaxation, experience-rich escapes that blend wellness, culture, quality service, and value!

In response to this movement, we are excited to announce a fundamental shift in our Model. Effective May 1, 2026, Sugar Cane Club Hotel & Spa will transition from an all-inclusive resort to a premium Boutique Hotel. Within this document, you will find everything you need to know about the up-coming changes and how to sell Sugar Cane Club into the future.

We recognize several pillars that we are going to thrive on and have designed the product around:

1. A 4 star hotel at great value
2. Be-spoke services and facilities
3. Spa & well-being
4. Authentic, localised experiences
5. Culinary uniqueness (Quality over quantity)
6. Sustainability & the environment

We are transforming the Hotel into one of Barbados' most intimate wellness sanctuaries – a place where guests reconnect with themselves, nature and the art of authentic Caribbean hospitality which is in our roots.

Thank you for your continued partnership and support. We look forward to sharing this exciting journey with you. Together, we will redefine the Sugar Cane Club experience and wellness in Barbados.

Warm regards,

Rod Weatherhead  
Managing Director, Sun Group Hotels

# WHAT YOU NEED TO KNOW ABOUT OUR CHANGE

## 1. WHEN?

The last month the Hotel will be sold as an all-inclusive is April 2026.

Any stayover guests in the house on May 1st, will continue their stay on the board basis booked until their checkout.

All new guests checking in from May 1st onwards would be in the Hotel on a breakfast plan as this is included in all future bookings as a base.

## 2. THE CONCEPT

Sugar Cane Club is a boutique Hotel and Spa set amidst the lush hills of Barbados' West Coast. Rooted in tranquility, nature, and Caribbean warmth, it blends timeless island charm with contemporary well-being and relaxation.

Our concept at Sugar Cane Club is designed around the six following pillars and additional points::

### 1. A 4 star hotel at great value

- A product that overdelivers
- High service quality
- Comfortable rooms, suites & amenities
- Safety, cleanliness & trust

### 2. Be-spoke services and facilities

- Staff who care for your needs
- Personalisation
- Concierge services
- Functional technology (guest services, loyalty program, communication.)

### 3. Spa & well-being

- Outstanding facilities, 7 treatment room Sugar Cane Spa
- Spa/ Wellness rituals
- Movement & Mindfulness (Yoga, fitness classes, breathwork, hiking, mediation and nature immersion)
- External partnerships across island adding value and options (Haymans Market, Walkers Reserve, Soulful Wellness)

### 4. Authentic, localised experiences

- Specially curated activities and entertainment
- Local culture and authenticity
- Staff who feel warm, genuine, and knowledgeable
- The experience is memorable

### 5. Culinary uniqueness (Quality over quantity)

- Fresh, high quality ingredients
- Creative, well executed menus at attractive prices
- More local ingredients and sourcing
- Cocktail, wine, and coffee culture

### 6. Sustainability & the environment

- Travelife certified (Global certification system)
- Energy efficient operations
- Community outreach programs
- Local hiring

Our concept is simple – Luxury & wellness without pretense. You are encouraged to do as little or as much as you wish. We offer you all the options in a serene and unique environment in Barbados that is intimate, authentic and your home-away from home.

## *The Guest Journey* WHAT A STAY MIGHT LOOK LIKE

From the moment you arrive at Sugar Cane Club, you can feel the warmth received by your greeting to the property, and time begins to slow. The air feels fresh, the building's furnishings feel warm, and the natural environment surrounds you.

Your room or suite is your private sanctuary – a place to unwind and relax.

Each day unfolds gently with nature, with oneself, and the rhythm of living an island life.

Try out the morning yoga, breathwork, or special pleasures designed for your experiences.

Food & drinks across multiple outlets celebrate nourishment and pleasure in equal measures; service feels personal, genuine, and quietly attentive.

You can choose to relax at the beach or by the pool with a fresh detox juice or cocktail, or pamper yourself with a rejuvenating treatment at the Spa. Alternatively, you can take part in various activities, including yoga, breathwork, meditation, hiking, mountain biking, and more.

At Sugar Cane Club Hotel & Spa, all guests will have access to several of the Hotels sister companies and services such as Haymans Market (Barbados's largest indoor market), Sand Street Bistro Restaurant and Bar in Speightstown (5 min away), Car Rental and Excursion Companies.

You are truly encouraged to do as little or as much as you wish during your stay, and our team remains attentive to your needs.

When it's time to leave, you will carry something deeper than memories – a feeling of renewal, clarity, and calm that stays long after you've gone.

## 3. UNIQUE EXPERIENCES

We have curated a unique and more personalized guest experience and entertainment schedule. Though we will no longer be all-inclusive, we've sure packed a lot into the package.

### What's Included:

- Access to 3 Restaurants & 4 Bars
- Breakfast included on all stays; option of Half & Full Board available
- A weekly entertainment and activity schedule (wellness inspired)
- Full service Spa with 7 treatment rooms
- Gym with weight and cardio equipment
- Access to mountain bikes & equipment
- On-site forest walk & recommended trails
- Weekly scheduled boat excursion on the Hotels vessel
- Concierge services
- Scheduled transfers to Speightstown, several nearby beaches and Haymans Market
- Guest laundry on site
- Souvenir corner shop
- The green monkey hospitality lounge & games room
- Conference and meeting facilities
- Free parking
- Complimentary Wifi
- 2 Pools



Here is a sample of our weekly entertainment and activities planner:

## Daily Activity Schedule

DAY	SESSION I	SESSION II	SESSION III	DINING SCHEDULE	LIVE ENTERTAINMENT
MON	Stretch & Relax 7:30AM	Gully Walk 10AM	Manager's Welcome Reception 6PM	Intl. Buffet 7 – 9:30PM	Live Steel Pan 7– 10PM
TUE	Breathwork 7:30AM	Snorkel & Boat Trip 10AM	Hike'n Explore 4PM	A La Carte 7 – 9:30PM	
WED	Yoga 7AM	Haymans Mrkt Transfer 11AM – 1PM	Mixology Session 4PM	A La Carte 7 – 9:30PM	
THR	Meditation 7:30AM	Gully Walk 10PM	Salsa Lessons & Party 5:30PM – 9PM	Caribbean Buffet 7 – 9:30PM	Live Entertainment 7 – 10PM
FRI	Sound Healing 9AM	Snorkel & Boat Trip 10AM	Beach Walk & Dip 4PM	Bajan Fish Fry 7 – 9:30PM	
SAT	1 Hr HIIT Class w/ Smt Fitness 7:30AM, Transfer For 8AM Class	Haymans Mrkt Transfer 11AM – 1PM	Cooking Demo 4PM	Bajan Buffet 7 – 9:30PM	Showtime Band 7 – 10PM
SUN	Yoga 7:30AM		Boardgames 4PM	A La Carte 7 – 9:30PM	

**PRIVATE ACTIVITIES:** Bikes, Paint & Sip, Spa Treatments, Reiki, Physical Therapy, Pilates, Salsa Dance, Life Coaching, Breathwork, Yoga, Meditation, Personal Training, Stand-up Paddle Board, Snorkelling, Golf, Tennis, Paddle Ball , Squash, Board Games, Fishing, Walkers Reserve Tours

Signup is required for many activities, this can be done at reception or message [wellness@sugarcaneclub.com](mailto:wellness@sugarcaneclub.com) or whatsapp +1(246) xxx-xxxx. Some activities may incur charges or require a minimum amount of persons. If you are looking to partner with anyone, we will help coordinate for any activity. If you don't see it, and want it, please ask!

All activities are subject to change and some may contain charges. If you don't see it, and you would like it, just let us know.

## 4. SPA & WELL-BEING

The Sugar Cane Spa – long celebrated for its intimacy and tranquillity – now forms the heart of our wellness offering. Treatments combine botanical ingredients and traditional techniques to awaken the body and soul. At our spa, treatments are done using two premium, eco-conscious product lines, Phytomer & Fleur, combining luxury, science and sustainability for a truly rejuvenating experience

**Rejuvenate:** Body polishes, detox wraps, and brightening facials.

**Release:** Deep-tissue, aromatherapy, and reflexology massages that melt away tension.

**Restore:** Breathwork, hydrotherapy, reiki, and wellness rituals that calm the mind and open the heart and body.

Each experience begins with relaxation and ends with a moment of stillness, creating a journey that is as mindful as it is indulgent.

## 5. FOOD & DRINK EXPERIENCES

The resort continues to offer a unique dining experience across multiple restaurants and bars. Our international and locally curated culinary team thrive on delivering an authentic food and beverage experience that will tantalise the taste buds, and excite the mind and body.

In resort guests will have the options of a dining schedule amongst:

1. La Salsa Restaurant & Bar, this is the main dining facility
2. The Chattel Bar & Restaurant, a Barbadian themed rum shop restaurant
3. Pool side Bar with light snack menu
4. All day snack menu
5. Room Service
6. Sand Street Bistro, located 5 min from the Hotel in Speightstown

Guests will also have access to the Hotels' sister company location at Haymans Market with numerous shopping, food and beverage outlets. A scheduled shuttle service will be available to persons who need transfers; this will be limited to specific times and days.

A weekly dining schedule across the outlets will be delivered according to occupancies, and adhering to the following meal times:

Breakfast:	7:30 – 10:00am	Snack Menu:	11:00 – 9:30pm
Lunch:	12:00 – 3:00pm	Room Service:	7:30am – 9:30pm (for last order)
Dinner:	6:30 – 9:30pm (last seating)		

The Sand Street location is open Wednesday to Sunday (5 days) for lunch and dinner service.

To complement the resort's wellness focus, a poolside menu & juice bar will launch in May 2026, offering fresh juices and smoothies, wellness bowls, light bites and snacks.

## 6. MEAL PLANS & WHAT YOU NEED TO KNOW

Starting May 1, 2026, the Bed & Breakfast plan is included with every stay, establishing it as our core selling basis. Guests may choose to upgrade their stay to Half or Full Board when purchasing from the Tour Operator or directly at the Hotel during their stay.

Half Board will include the choice of a daily Lunch or Dinner being added to your stay, and you may choose this daily.

Full Board will include Lunch and Dinner being added to your stay.

### Cost of Meal Plans:

Half Board:	\$55.00
Full Board:	\$90.00

Above prices are in USD | Per Person | Per night and includes 3 courses (Appetizer, Main & Dessert). All drinks will be on consumption, and not included in any meal plans.

LA SALSA

THE CHATTEL BAR  
CARIBBEAN RESTAURANT

Sand Street  
Bistro  
Barbados



## 7. NEW TEAM MEMBERS



**Liza Mercurius**  
General Manager

With a passion for people and a flair for creating unforgettable experiences, Liza Mercurius brings both heart and expertise to her role as General Manager at The Sugar Cane Club.

With over eight years in hospitality across Barbados and the UK, Liza has mastered the art of balancing five-star standards with a personal touch. Known for her charm, attention to detail, and genuine warmth, she ensures every guest feels right at home – and every day runs seamlessly behind the scenes.

Now calling Barbados home for over two years, Liza continues to blend her international experience with island hospitality – creating an atmosphere that’s as professional as it is inviting.

Fun, approachable, and endlessly dedicated, Liza believes hospitality should always come with a smile – and maybe a little sparkle, too.



**Deepak Patwal**  
Executive Chef

Bringing the world to your plate, Chef Patwal combines global experience with a deep passion for authentic, flavorful cuisine.

With nearly twenty years in the culinary world, Chef Patwal has honed his craft in kitchens across India, Singapore, Indonesia, the Middle East, and now the Caribbean, where he leads the talented teams at Sugar Cane Club and Sand Street Bistro.

Trained at the prestigious Metropolitan Hotel Nikko in New Delhi, Chef Patwal’s approach to cooking blends classic techniques with vibrant international influences. His dishes celebrate fresh, local ingredients and tell stories through color, spice, and creativity – each one designed to delight the senses and create lasting memories.

Known for his calm leadership and genuine warmth, Chef Patwal believes that food connects people in the most meaningful way. Whether crafting an elegant dinner or a relaxed poolside experience, his goal is simple – to make every meal unforgettable.

When he’s not in the kitchen, Chef Patwal loves exploring new cuisines, traveling, and sharing his passion for cooking with others.



**Jeremy Dupire**  
Group Culinary Director

At the helm of the kitchen, you will find Chef Jeremy Dupire.

‘French to the bone’ from Nice France, his passion for international cuisine led him to travel the globe to fine culinary destinations inclusive of Thailand, Africa, Indonesia and The Caribbean.

He developed his fine palate and food passion from his dear mother from a young boy and later committed himself to years of culinary schooling in Marseille, South of France. His worldly experience and dedication to food have given him the creative edge of maintaining his true French roots all the while being able to incorporate local flair in keeping with Caribbean tradition. A chance visit to Barbados in 2014 has since kept him on our shores with a drive to introduce hints of international cuisine on the island.

Having owned his restaurant in Avignon, France for several years, interviewed & featured twice in Forbes Magazine in 2015 & 2022, having launched over 12 successful restaurants all over the world, we are honored to share Chef Jeremy’s special gift of transforming simple to exquisite.

Bon Appetit!



**Natalie Hartman**  
Group Sales & Marketing Manager

Born and raised in London and now happily based in Barbados, Natalie brings over 20 years of marketing experience across industries including telecommunications, fintech, event management, and hospitality.

She joined Sungroup in March 2025 and is excited to help shape the brands and lead the marketing strategy.



## 8. SUGAR CANE CLUB: KEY SELLING POINTS

- 4-star, adults-only boutique hotel nestled on Barbados’ serene west coast
- Attractive Price Point in line with middle of market, which is not commonly available on the West Coast, because of the luxury market which most Hotels cater to on this side of the Island
- Full-service 7 treatment room spa featuring International Phytomer and Fleur’s product lines, pool, and gazebo
- Exclusive amenities including a squash court ( unique on the island) and fully equipped gym, mountain bikes etc.
- Entry level Hotel Room category and then all other units are suites with kitchenettes and private balconies offering garden and ocean views.
- Dining options include La Salsa Restaurant, The Chattel Bar, and Sand Street Bistro
- Breakfast included in all stays, with the option to upgrade to half or full board.
- Lush tropical gardens, nature trails, and signature Forest Walk experience
- Complimentary shuttle service to the beach and nearby attractions
- Partnership with Walkers Reserve promoting island connection and sustainable tourism
- Ideal for couples, solo travellers, and wellness seekers looking for a great hotel, superb services, guest centric attention and Caribbean escape

## 9. CONTACTS

### FOR TRADE ENQUIRIES

**Natalie Hartman**  
natalie.hartman@sungrouphotels.com  
Sales & Marketing Manager, Sun Group Hotels

UK OFFICE  
**Kate Downing**  
kd@resort-marketing.co.uk  
Resort Marketing International

US OFFICE  
**Andy Wade**  
andy@resortresmarketing.com  
International Marketing & Reservation Services

### HOTEL CONTACT

Sugar Cane Club Hotel & Spa  
Maynards, St. Peter, Barbados  
+1 (246) 422-5026  
www.sugarcaneclub.com



# Sugar Cane Club

HOTEL & SPA



Learn more about our other hotels at [www.sungrouphotels.com](http://www.sungrouphotels.com)