



Caribbean Delights



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MESSAGE FROM THE COO



Sabrina HoSang

Welcome to our seventh newsletter. Our newsletters will now be published three times a year instead of quarterly. Our celebrations and activities for our 30th anniversary went well and sales were up by 13% which ended the year, 2008, on a positive note.

Although 2008 was a good year for the business, personally, it was not. As you may have heard, earlier this year, we lost one of our youngest family members, Brian HoSang, who passed away on May 11 (Mother's Day). My family and I are extremely grateful to those who supported us during that difficult time with prayers and condolences. We also lost a great friend and photographer, Amir Abdullah Muhammed Abdul-Akbar. He is also truly missed. There were other wonderful people that we lost in 2008 such as Byron Lee, Stephanie Tubbs and many others. May they rest in peace.

As you will read in this newsletter, we have some exciting news of our expansion into the UK. We also have some new products that we launched this year. We want to thank you for your support over the past 30 years especially during a time like this when we are in a recession.

We welcome your feedback and hope you enjoy our newsletter.

NEW PRODUCTS AND NEW MARKETS

Our plans for 2008 was to introduce several new products into the market and we have been successful with three new ones. First was the Beefy Cheese Cocktail Patty which is sold to COSTCO Northeastern Division in select clubs and the sales are very strong. The Beefy Cheese Cocktail Patty will be a seasonal item and will be in stores September through December just in time for the holiday season. Second was the Chicken Pot Pie Patty which comes in a microwaveable ten pack and is sold to all 179 BJ's Club Stores. The sales have been outstanding which exceeded our expectations. Third, the Beefy Cheese Full-Size Patty sold to SAM's Club in Texas which is our newest Sales Region that we launched at the end of November 2008. This full-size patty is also a ten-pack microwaveable item and will be sold in 25 stores.

"Of course, expectations are very high for all three of these new items and I am extremely excited about the exposure which will be given to CARIBBEAN FOOD DELIGHTS, not only for our new Sales Region but for the other new items and the additional sales that they will generate," says Tim Conway, Director of Sales and Marketing.



THE UK EXPANSION

The Governments of Europe and the United States have granted approval to Caribbean Food Delights to sell our products in the UK reports Tim Conway, Director of Sales. The Food Safety and Inspection Service (FSIS) is the public health agency in the USDA which is responsible for ensuring that the Nation's commercial supply of meat, poultry and egg products is safe, wholesome and labeled and packaged correctly. Caribbean Food Delights has been consistent in its policy of giving the public only the highest quality products and by doing so have gained their trust. We are proud to announce that we are only one of fourteen U.S. manufacturers who are approved to sell meat and poultry products to the United Kingdom and European Union (EU).

The UK Chain, ASDA, is a sister company to WAL-MART. ASDA will be carrying five of our items, namely Spicy and Mild Beef, Vegetable, Curry Chicken, and Jerk Chicken patties. They are all two packs and microwaveable. Already 40 stores located

primarily in Caribbean neighborhoods carry the items. Our ultimate plan is to have the other 400 stores carry them. In the near future, samples of our delectable products will be available in those 400 stores so the public can taste them. Caribbean Food Delights will be the first establishment to

sell frozen Jamaican style patties in the United Kingdom. We have several other chains in the UK that are considering carrying these products as well. We have plans of expanding our products into other European Union countries by the Summer of 2009.



Tim Conway, Director of Sales with Paul Scott, our UK distributor in ASDA Supermarket proudly displaying the arrival of our patties for the first time in the UK.

OUR PACKAGING RECEIVED A MAKEOVER!

We just completed a new design concept for our entire retail product line. We believe appearance of our products is very important and we wanted our packaging to look more modern and attractive to consumers. The new packages can already be found in local Club Stores and the intention of the design is to help bring in new consumers for our products. The design is more upscale and is in line with mainstream packages. Our sales have increased by seven percent in Club

Stores since the launching of the new package during the first week of September 2008. The new packages can be found everywhere our products are sold. We have received rave reviews from all of our buyers, many of our consumers and employees about our new packaging design. We're proud of this accomplishment and the recognition we've received as a Caribbean company in an industry with so many major manufacturers.



Food For Thought



Duck Bread: A traditional holiday treat

Duck Bread

Tired of the same old dinner rolls or sliced bread that accompanies your Thanksgiving and Christmas dinners? Make your holiday dinner table look unique and different by adding a golden, freshly-baked, hand-made Royal Caribbean Bakery duck bread! You can also make it your centerpiece. What is duck bread? It's simply hard dough bread in the shape of a duck. It adds a nice touch to your holiday dinner table and will be the highlight of your evening.

7TH ANNUAL PATTY EATING CONTEST



Amateur winners: Debbie Sisco (third prize winner), Andre Wanliss (second prize winner), Sabrina HoSang and Kara Walker (first prize winner)

The seventh annual Caribbean Food Delights' Beef Patty Eating Contest took place on Sunday, July 13, 2008 at the 11th annual Merritone Family Fun Day Picnic which is hosted by radio personality, Mr. Conroy Allison, at Lake Quassy in Connecticut. There were two categories: AMATEUR and PROFESSIONAL.

In the AMATEUR CONTEST, first time competitor Ms. Kara Walker who hails from Congers, New York, ate seven patties in four minutes and was the first place winner. Her prize was \$200.00. Second place went to Andre Wanliss from Jamaica, New York who

ate six patties in seven minutes and his reward was an I-Pod. This was not Wanliss's first time as a winner. He won second place twice and third place once in previous CFD Patty Eating Contests.

Third place and a DVD Player went to Ms. Debbie "The Package" Sisco from Brooklyn, New York who consumed five and a half patties in seven minutes. Two other amateurs, Reynolds Baldwin and Damian Anderson were no match for the MIGHTY BEEF PATTY, but we hope they will return for the 8th annual contest.



Professional winners: Joel Podelsky (third place), Jon Taylor (second place), Sabrina HoSang and Pete Czerwinski (first place)

In the PROFESSIONAL CATEGORY, a new contestant who traveled all the way from Ontario, Canada, "Furious" Pete Czerwinski amazed the crowd as he appeared to be devouring fourteen (14) five-ounce spicy beef patties in 3 minutes and 14 seconds effortlessly. He was rewarded with a cash prize of \$500.00. Jon "Pride of Connecticut" Taylor who came from East Lyme in Connecticut came in second after eating 14 beef patties in eight minutes and received \$200.00. Third place went to Joel "The Cannon" Podelsky of Laurence Harbour, New Jersey who received \$100 for eating 11 beef patties in eight minutes. Two other brave hearts, Chris "The American" Schlessinger from Bohemia, New York and Paul "Porkslap" Arcaria struggled with 9.75 and 7.75 beef patties respectively. The Patty Eating Contest was clearly one of the highlights at the picnic.

Conspicuously absent at this seventh patty eating contest was "Gentleman Joe Menchetti" who has been to all the eating contests and won each year. Mr. and Mrs. Patty hope "Gentleman Joe Menchetti" was only unavoidably absent and they look forward for his return at the 8th contest.

RCB HOST FOURTH ANNUAL BUN & CHEESE EATING CONTEST

The weather was cool with the beautiful cerulean blue sky smiling down; the ideal setting for the Fourth Annual Bun and Cheese Eating Contest which was hosted by Royal Caribbean Bakery. The venue was at Cox Nissan in the Bronx and it coincided with Cox Nissan's Customer Appreciation Day.

There was an appreciative crowd who were happy to be spectators of the contests. There were two contests: Amateur and Professional. They began at 4:30 p.m. with the amateur contest. Each contestant in the Amateur contest had five bun and cheese sandwiches and the Professional contestants had eight.

The results for the amateur contest: In first place was the 170 lb Paul "Pork Slap" Arcaria who showed the skills of a professional while devouring 5 Bun & cheese sandwiches in only 3:54 seconds! He received a \$200 cash prize and a trophy.

In second place was Zama "The Food Scene" Deen from the Bronx who finished his five sandwiches in 5:55 seconds followed by Allen "First in the Fight" Cunningham from North Carolina who downed 3.6 Bun & Cheese sandwiches in eight minutes. Second prize was an I-Pod Shuffle and the third prize was a DVD

player.

In the Professional contest, returning champ, "Gentleman" Joe Menchetti devoured eight bun and cheese sandwiches in less than three minutes. He won \$500.00 and a trophy.



Sabrina HoSang and Arnie Chapman with the amateur winners: Zama Deen (second place), Paul Arcaria (first place), and Allen Cunningham (third place).



Sabrina HoSang with professional winners: "Gentleman Joe" Menchetti (first place), King George Van Laar (third place), and William Millender (second place).

William "The Champ" Millender ate skillfully and captured second place with a stellar 4:13 performance which was followed by King George Van Laar, who captured the third spot with a respectable 6:00 finish.

The other contestants who participated received consolation prizes and everyone who answered a question about the company correctly each received a delicious spice fruit bun which is one of the many popular items produced by Royal Caribbean Bakery.

Music for this event was provided by Road International.

Employee Appreciation BBQs



Brian HoSang presenting Michael Sperrazza's Employee of the Year Award on December 8, 2007. He passed away on May 11, 2008.

In Memory Of



Sabrina HoSang with TK Smith from 93.5 FM at the Dennis Brown event on February 2, 2008. TK Smith passed away on March 15, 2008.



Akbar at the Penn Relays in April 2008. The late, Amir Abdullah Abdul-Akbar, received a community service award from Royal Caribbean Bakery and Caribbean Food Delights on December 8, 2007. He passed away on August 21, 2008.



Sabrina HoSang with Dawn Davis enjoying the food at the RCB Employee BBQ.



Sabrina HoSang with Antonia Rodriguez and Maria Henriquez at the CFD Employee BBQ.

Find us on the web:
www.caribbeanfooddelights.com
www.royalcaribbeanbakery.com
www.jerkqzine.com

The Real Taste of the Caribbean is captured in every bite!



A Vacation From Ordinary Food



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