



Caribbean Delights



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MESSAGE FROM THE COO



Sabrina HoSang

Welcome to our third quarterly newsletter! We kicked off the summer with the grand opening of our first New York based JerkQ'zine Caribbean Grille franchise store in Mount Vernon on June 21. This store is owned by our franchisees, Mr. and Mrs. Speedie Plummer. The JerkQ'zine store is doing quite well. It has been well-received by the community. To help get the word out about the new store, we created a JerkQ'zine commercial that is now airing on the local news and popular cable TV stations such as BET, MTV, ESPN, CIN and the Food Network.

The next JerkQ'zine is already under construction. You're probably already familiar with the location, our Royal Caribbean Bakery retail store located on South Fulton Avenue in Mt. Vernon. The store will be converted to a JerkQ'zine by the end of this year. Many of the new JerkQ'zine products will be test marketed at this store first before hitting the other JerkQ'zine locations.

Each year, we sponsor and participate in a mini grand prix race on Gramatan Ave in Mt. Vernon where all proceeds go toward creating summer jobs for the children. When school's out, we like to keep the children busy for the summer! On the same day as that race, we participated in the Island Games similar to the Penn Relays but held in Long Island. We feed the athletes a healthy breakfast and lunch to nourish them so they can perform their best.

The summer months are very busy for us. Stay tuned for our fourth quarterly newsletter where you will be able to read all about it.

JerkQ'zine Franchise Opens in Mount Vernon

Thursday, June 21, 2007 marked another milestone occasion for the HoSangs and proud owners, Speedie Plummer and his wife Shirley, as they marked the occasion of the grand opening of the Plummer's premier JerkQ'zine franchise located at 5 Gramatan Avenue in Mount Vernon, New York. Both Speedie and Shirley Plummer beamed with pride as they were presented with a commemorative plaque by the HoSangs and several key employees including CFD's Director of Sales Tim Conway, and JerkQ'zine's Director of Franchise, Alan Bernstein who were all on hand for the festivities.

Doors opened at 12:00 pm and Master of ceremonies for the occasion, the incomparable Rev. Calvin McIntyre had everyone peeling with laughter as he officiated the day's activities. Squeeze from Link-up Media and Conroy Allison hosted a live broadcast from the store over the airwaves of 93.5 FM. Many dignitaries and community leaders were present. Speedie and Shirley Plummer smiled with joy at the large number gathered to support them on the occasion of their grand opening.

All Attendees were treated to scrumptious

foods from JerkQ'zine Caribbean Grille's menu. "It was a mob scene," Alan Bernstein, Franchise Director of JerkQ'zine Caribbean Grille chuckles with a hearty laugh; "you couldn't walk in the place at one time." He points out that, "it was a good opening...because of the success of Speedie's opening, there has been increased interest," he shares, "there have been lots of inquiries coming in from the tri-state area." A cautious Alan Bernstein explains that, "We are making



Brian, Vincent HoSang, Alan Bernstein, Sabrina and Tim Conway cutting the ribbon with the Plummers

sure we have the right fit, the right franchisee, we have a lot of people who are interested." "The new franchise is examining different ways to appeal to the consumer," says Mr. Bernstein, "as such Speedie will open up early for the commuters with a special breakfast menu."

FOR FRANCHISE INFORMATION, PLEASE CONTACT MR. ALAN BERNSTEIN AT 845-398-3000 OR BY E-MAILING ABERNSTEIN@JERKQZINE.COM

Royal Caribbean Bakery Sponsors 10th Annual Mount Vernon Mini Grand Prix Race

Mount Vernon has been the home of Royal Caribbean Bakery for many years. It is also the home of the annual Mount Vernon mini Grand Prix race held each year on Gramatan Avenue to raise funds for summer youth employment in Mount Vernon. This year marked the 10th anniversary of the race which was held on June 10 and attracted a strong showing from

local families, friends and well wishers who gathered as a community to cheer on participants during the race. "Participating in this event is very exciting," says Sabrina HoSang, Chief Operating Officer at Caribbean Food Delights, "it doesn't matter whether we win or lose what matters most is helping the youth of our community." Royal Caribbean Bakery spon-



Anthony Colao, Vincent, Brian, Damian HoSang, Mayor Ernest Davis and Sabrina



Mr. HoSang, Mrs. Patty, Mr. Patty and Sabrina posing with the drivers before the race begins

sors a team at the race annually, providing uniforms and other amenities. "The entire event was a success and we were thrilled to be a part of helping young people enjoy their summer and find meaningful work experience," adds Mr. Vincent HoSang, President and CEO of Royal Caribbean Bakery, Caribbean Food Delights and JerkQ'zine Caribbean Grille. In 2005, Royal Caribbean Bakery was awarded "Best Dressed Team" at the races, for their stylish Mr. and Mrs. Patty mascots. Michael Roberts and Alicia McMillan acted as the patty-pair, posing for photo opportunities with spectators, cheering on the drivers and entertaining the crowd.

NEW PRODUCTS

"At CFD, we like to listen to our customers' feedback...we like to know what they want; it helps us to create new products," smiles Sabrina HoSang, COO of CFD. Based on feedback, CFD recently developed two new products. The Beefy Cheese patty, one of CFD's most requested products has been receiving rave reviews. "We have been developing that for the past year," says Sabrina, explaining that the time was needed for research and development to find the right cheese and ensure the right taste and texture. "The thing with cheese is you have to get the right one...we wanted something that would work with the meat filling that we have...it's like a cheeseburger to me." Sabrina points out. In addition to the Beefy Cheese patty, CFD plans to launch the long awaited, transfat free patty which is a low saturated fat version of the original patty. "Customers have been asking for this one for a while,"

says Sabrina, "people today are looking towards healthier choices...people want alternatives." According to Sabrina, the transfat free, low saturated fat patty "actually has a flakier crust" than the original patty. Sabrina quickly points out that "it's lighter

and healthier." For chicken lovers, there will be a transfat free chicken patty coming out soon and for lovers of the vegetable patties, look out for the new reformulated filling. For now, both the transfat free and the Beefy Cheese patty are available.



Beefy Cheese Patty

TOURS GALORE!

For many years, Mr. HoSang would entertain students, young adults, teachers, pastors and other visitors on tours of the Royal Caribbean Bakery in Mount Vernon. But since opening Caribbean Food Delights in 1993 the focus has shifted to the larger facility in Tappan, New York. Numerous tours are given each year especially to churches and schools, some coming from as far away as neighboring New Jersey or Jamaica. Ambassador, Dr. Basil K. Bryan, former Consul General to New York from Jamaica has been instrumental in having students from the University of the West Indies in Jamaica visit the plant to experience a behind the scenes view of the operations of the Caribbean Food Delights plant. These students as well as other visitors usually get to spend a special moment with Mr. HoSang, who shares his rags to riches story and provide insights into his success as an entrepreneur while stressing the importance of staying in school no matter the odds. He likes to encourage young people to remember those who are less



Sabrina giving a lecture to the students who came for a tour at Caribbean Food Delights.

fortunate and those who helped them along life's journey. Mr. HoSang's lectures are usually very inspiring.

According to Chief Operating Officer, Sabrina HoSang, "The students are usually given a tour of the administrative offices. They ask many questions about accounting, Human Resources, Operations... and usually the older students will interview me for their school paper." However, the excitement comes when it's time for them to tour

the plant. "They get serious after they put on their lab coats and hairnets before entering the production area," continues Sabrina, "then the questions begin to flow." "How are the patties made? How many patties are made each day? What is the role of the USDA Inspector? How much work is involved in growing the business and keeping it on track?" Visitors are always impressed with the sanitary conditions of the plant. Sabrina remembered that, "Once some-

one said, 'It's so clean you can eat off the floor.'" At the end of the tour, visitors have the opportunity to taste freshly made patties that were produced and baked during their visit. They also receive company souvenirs as well as a priceless moment with Mr. HoSang. "The Company feels a sense of gratification in giving these tours," says Sabrina, "somehow, someone may grow up to make a difference in a positive way just because of one of these tours."

Food For Thought: French Toast

What can you do with your Royal Caribbean Bakery hard dough bread besides putting butter on it? Well, you can make it into a tasty serving of French toast. Yes! French Toast with a very different texture. According to Sabrina, "You can use your favorite French Toast recipe and make French Toast with the hard dough bread because the bread is thicker, it doesn't get soggy, it has a good texture and is very tasty.



