



# Caribbean Delights



A Publication of Caribbean Food Delights

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## MESSAGE FROM THE COO



*Sabrina HoSang*

Welcome to our 6th quarterly newsletter! 2008 has started off well. Our 30th anniversary date was February 16. Also, at the end of February, we are proud to announce that we opened our third JerkQ'zine Caribbean Grille in Mt. Vernon.

We thank all of our customers for being patient with us while our Royal Caribbean Bakery retail store was being converted to a JerkQ'zine franchise. Now that the JerkQ'zine is open, we have received a lot more traffic in the store and we really appreciate your support.

Our 30th anniversary coloring contest has already created some excitement with the children. The deadline has been extended to the end of July to accommodate more contestants. We have a lot of fun activities planned for our employee barbeques in July.

We hope you enjoy this newsletter. Please feel free to send us any comments and/or questions you may have.

## JerkQ'zine Caribbean Grille a GRAND Opening

On Thursday, February 28, 2008, Mrs. Jeanette HoSang, co-owner of Caribbean Food Delights, Royal Caribbean Bakery and JerkQ'zine Caribbean Grille, smiled as she greeted those who came out to celebrate the grand opening of her own JerkQ'zine Caribbean Grille franchise in Mount Vernon, New York. Surrounded by family, staff, friends, members of the media and well wishers, Mr. and Mrs. HoSang were all smiles as they used an oversized scissors to snip the blue ribbon stretched in front of 620 South Fulton Avenue.

To honor the occasion, Sabrina HoSang, the chief operating officer for Caribbean Food Delights, recognized her mother for her pioneering spirit, dedication and hard work, by presenting her with a well-deserved award topped with a beautiful bouquet and four dollars. The four dollars represents one dollar from each of Mrs. HoSang's four children. It was a very sentimental moment with lots of applause and loud cheers erupting during the presentations. Alan Bernstein presented Mrs. HoSang with a commemorative plaque welcoming her to the JerkQ'zine family. There was also a raffle with prizes consisting of a DVD player and two beach bag gift sets.

Mr. HoSang graciously thanked everyone for supporting his family and their business for the past thirty years. In sharing his vision of taking the companies GREEN, Mr. HoSang was extremely passionate about saving the planet for

the next generation. He spoke proudly about his purchase of four new delivery trucks with a unique built-in exhaust system to decrease the levels of carbon monoxide filtered into the air. He also spoke about the replacement of paper towels with air dryers for employee wash stations. Mr. HoSang pointed out that he will implement specific policies and procedures at Caribbean Food Delights, Royal Caribbean Bakery and at JerkQ'zine Caribbean Grille in his effort to go GREEN.

Bearing witness to this special occasion were members of the media including, Herman Hall, Publisher of Everybody's Magazine, Lorraine Muir of 620 AM, Conroy Allison of 93.5 FM, Habte Selassie of WBAI, CIN's Caribbean Lifestyle Magazine, Janice Julian of Dialcom Networks and David "Squeeze" Annakie from Link up Radio who did a live broadcast via 93.5 FM. Mount Vernon's Mayor Clinton Young brought greetings and participated in the ribbon cutting ceremony. Dr. Una S.T. Clarke, WGE, Lisa Bryant-Smart, Jamaica's Deputy Consul General to New York, Mark Tumminello, Dennis Hawthorne of Dennis Shipping, and Robert "Bob" DeSouza of Transcontinental Shipping were all on hand for the joyous occasion. Conroy Allison was the master of ceremonies and Reverend McIntyre did the invocation. The company's official mascots, Mr. and Mrs. Patty were on hand providing cheer and product giveaways. Lunch was provided courtesy of JerkQ'zine Caribbean Grille.



*Brian, Vincent, Sabrina and Jeanette HoSang, Alan Bernstein, Mayor Clinton Young and Damian HoSang cutting the ribbon*

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



# The HoSang Gift that Keeps on Giving

## An interview with Dr. Streete, founder of Organization for International Development

Two years ago, the Vincent HoSang Family Foundation gifted a state of the art mobile clinic to Organization for International Development (OID) headed by Dr. Roy Streete a Bronx, NY dentist. The purpose of the clinic is to assist Dr. Streete and his team in their semi-annual medical missions to Jamaica. The mobile clinic facilitates travel to some of the most rural areas providing doctors, volunteers and patients with a comfortable environment. "I am glad for the patients," says Dr. Streete, "a lot of them that we see especially in these rural areas, never get a chance to go into a nice clinic; [at] most of the clinics they go to, they sit on these long hard benches and when they go into a room, it's drab, but this set up is really nice. We have the T.V. going and some music; it's a very nice environment to be treated in." He says the atmosphere puts the people at ease. "Even the air conditioner...sometimes it's so hot (and) everyone wants to work in the van," Dr. Streete laughs, then turns serious. "Mr. HoSang needs to know that it has been a great help to us. The patients and the practitioners are very appreciative," he adds, calling attention to the fact that, "Mr. HoSang's gift is a gift that keeps on giving."

Volunteering for the January mission were 21 nurses, 2 OB/GYN doctors, 2 pediatricians, 3 dentists, 2 dental hygienists, 1 physical therapist, lab technicians and an internist. Over a five day period they saw approximately 500 patients each day. The team spent a day in each location. "One of the key things we zero in on is education," says Dr. Streete, "Nutrition education, STD's, HIV/AIDS, general information about hypertension, and diabetes." Dr. Streete informs that "if everybody doesn't get treated, they get to go through the education piece." Each person receives a care package, compliments of OID. The package



OID team with Dr. Bryan, Sabrina and Vincent HoSang at the unveiling of the medical bus at the UWI mona campus

includes soap, deodorant, toothpaste and a toothbrush.

In January, the air conditioned mobile clinic with its own bathroom made it's way into deeply rural Crofts Hill and Moravia in Clarendon, New Forest in Manchester, Springfield in St. James (Mr. HoSang's hometown) and Maryland in Hanover. Over 2,500 people came out. Many were treated inside the mobile clinic which boasts two separate areas, one for medical examinations and one for dental, each fully equipped. The dental team was kept busy performing extractions, fillings and cleanings and providing children with fluoride examinations. Other OID volunteers checked for diabetes and high blood pressure, while OB/GYN doctors perform needed examinations. They did pap smears and screened for cervical cancers, with an emphasis on preventive medicine. During each visit, Dr. Streete also always finds time to visit the patients at the Bellevue Dental Clinic.

Dr. Streete and his team partnered with the Jamaican Cancer Society to per-

form mammograms via the use of the Jamaican Cancer Society's official Mammogram Van, a state of the art mobile mammogram unit which traveled with the OID volunteers to the various communities they served. OID also partnered with the 3D's Project, a physical therapy outfit with locations in Spanish Town and Mandeville. The team visited stroke patients and physically challenged patients in their homes, and taught the caretakers how to care for loved ones. Dr. Streete points out that "When we go into an area and we see a great need, we try to go back and when we find cases that are serious or emergency we liaise with local hospitals, clinics and practitioners for that area and make sure they get care right away."

Dr. Streete stresses the importance of having the mobile clinic. "The mobile clinic is an asset to us, it's like our office. For those who have difficulties dealing with outhouses, the bathroom is a blessing," he chuckles, agreeing that the mobile clinic is certainly a convenience.

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## Food For Thought



### Grilled Jerk Chicken Salad

Want something quick and healthy to eat for lunch or dinner? Prepare a salad with lettuce, tomatoes, cucumber, carrots and serve with ranch salad dressing and some sliced grilled jerk chicken breast added. No time to prepare? You can go to your local JerkQ'zine for a delicious grilled jerk chicken salad.

## New Product Available at JerkQ'zine



### Grilled Jerk Chicken Panini

At the Jamaican inspired, JerkQ'zine Caribbean Grille, the newest addition to the menu is the tasty grilled Jerk Chicken Panini sandwich. [In Italian, the word "panino" literally means small bread roll, with the plural panini often used in a singular sense by speakers.] Traditionally filled with cured meats and sometimes cheese, the Panini has become the new trendy sandwich of this generation.

JerkQ'zine Caribbean Grille has intro-

duced its version of the Panini to much praise. The secret of the JerkQ'zine Panini is the bread. The Royal Caribbean Bakery hard dough bread is ideal for a Panini as it is dense enough to hold together and flat enough to grill evenly. When you add the succulence of the grilled jerk chicken breast, what you have is indeed a vacation from ordinary food. Try our newest product at your local JerkQ'zine Caribbean Grille, *A Vacation From Ordinary Food.*

## Tim Conway, Director of Sales, Talks about CFD's New Business Endeavor— Caribbean Food Florida

On May 5<sup>th</sup> 2008, Caribbean Food Delights opened Caribbean Food Florida, its own distribution facility in North Miami. Caribbean Food Florida will distribute mainly patties and some bakery items, to local mom and pop restaurants as well as distribution companies in Central and South Florida. "The reason we are in North Miami is we have been bombarded with phone calls from people looking for our products," says Tim Conway, Director of Sales at CFD. As Director of Sales, Tim knows first hand about supply and demand. According to him, "There has been a significant increase in demand and the popularity of our brand continues to grow." Tim expresses frustration with not being able to sell patties to those mom and pop restaurants that are not able to buy in the large quantities needed to ship on the common carriers. "Mr. HoSang prides himself on customer service," says Tim, "and satisfying the needs of his customers is very important."

Apparently, the company has been mulling this idea over for a couple of years. "We elected to open up our own warehouse in North Miami so we can serve the mom and pop shops like we do here in metro New York," says Tim. The company has high expectations with the opening of this distribution facility as Central and Southern Florida is a very strong market for their products. "Unlike any of our other businesses, we don't own the property. We are renting a freezer storage facility, just like a Hunts Point Market. Within a year or so, once we know how large a facility we will need, based on our success this year, we will purchase something down there. There are lots of opportunities for growth," says the 2007 Employee of the Year. Caribbean Food Florida is a well needed expansion in the Caribbean Food Delights group of business.



## Tina and David DaCosta Caribbean Food West, San Diego, California

In the town of Encinitas, San Diego, a bustling business thrives under the steady stewardship of husband and wife team, Tina and David DaCosta, pioneers and proud owners of Caribbean Food West. As owners of the sole distributor of Caribbean Food Delights products on the West Coast and the only Caribbean restaurant in their area, the DaCostas are in an enviable position. As the story goes, knowing that the couple was seeking to delve into the wholesale food distribution business, David's family in Rancho Bernardino urged him to try Caribbean Food Delights products. "Caribbean Food Delights came highly recommended because they were tastier than other products out there," says Tina DaCosta. "My husband flew out to New York a couple of weeks after 9/11 and he tasted the products," she recalls.

Once David tasted the products, he was sold and immediately realized the need to establish a relationship with Caribbean Food Delights. Due to the "superb quality of Caribbean Food Delights products there is a high demand," the DaCostas

point out. "Do you know what we charge for patties here?" inquires Tina, "...we sell our patties for \$2.96 each and I'm tempted to go up due to the gas price problem which affects the shipping cost." Tina indicates that the market can certainly handle it and "we are the only ones out here," she confirms. At the restaurant, she continues, "We use lots of coco bread to make tons of jerk pork and jerk chicken sandwiches... The products are superb."

The DaCostas are also enamored with the CFD service. "The service is wonderful," says Tina, "you just couldn't go wrong there!"

## David Hamilton Jerk City Jamaican Restaurant, Port St. Lucie, Florida

About ten years ago, David Hamilton relocated to Port St. Lucie, Florida from New York and led the way in the sale of Caribbean Food Delights products in that South Florida market. "We tried it when it wasn't popular," Hamilton points out, "but to me it was good then and now that it has become popular, we're still selling it."

David Hamilton is the owner of Jerk City

Jamaican Restaurant in Port St. Lucie. "I lived in the New York area before so I knew of the product," he says. However, it was not until he moved to Florida that he was introduced to the full Caribbean Food Delights' line of products. At first, he got his products through an Orlando proprietor who introduced him to the full product line. "We are mainly a restaurant, but people can buy the patties, single or by the dozen," he says. "We offer very good discounts on boxes.

Before long, customers who operate other smaller businesses were consistently purchasing large quantities of patties from him to sell at their locations. Of course, this resulted in a high demand for the patties. "We were doing a reasonable amount of business," says Hamilton... "I realized that I needed to buy wholesale, so I called the owner, Mr. HoSang." Mr. HoSang told him the procedure to get patties wholesale and since then, they have had a very good relationship.

"That was about seven years ago and they have been very cooperative," say Hamilton. "I am doing well with the products. We use all the patties, the cocktails, the chicken, the beef, the vegetables...the patties work for us," he confirms.

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is captured in every bite!

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A Vacation from Ordinary Food