



# Caribbean Delights



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## MESSAGE FROM THE COO



*Sabrina HoSang*

With the holidays coming up, we have been very busy with orders, thanks to new customers and all of our loyal customers who continue to support us over the past 31 years. Some exciting news: We are pleased to announce that we are 1 of 3 finalists that was nominated for Best New Product in ASDA supermarket in the UK. The winner will be determined on October 31 at the World Food Awards in London. We will keep you updated.

Our annual calendar will be available in our stores during Thanksgiving weekend. Make sure to get your copy as there is a limited supply. For the holidays, remember to order your duck bread, black fruit cake, and pastries to add to your holiday menu.

## Book Drive For Jamaica

Two retail stores and the factory operated by Caribbean Food Delights and Royal Caribbean Bakery have become key components in a book drive that benefits school children in Jamaica.

Thousands of books have so far been collected at the sites, according to Winthrop Wellington, one of the chief organizers of the book drive, who praised the two companies for their involvement.

"We're really thankful they're taking part," he said. "Not only do they help with collecting the books, but they also let a lot of people know about it. When people come in and see the books, they want to know how they can contribute in other ways."

Cash and computers are among other items that have been donated in the drive, which helps pupils in Negril, Jamaica. Wellington credited the companies' Chief Operating Officer, Sabrina HoSang, with the idea of setting up the sites at retail stores in the Bronx and Mount Vernon and the factory in Tappan. "She's done a lot to see our organization succeed," Wellington said.

At the Dyre Avenue store in the Bronx, one of the managers, Vincent Hugh, said the book drive has almost become a community effort. "It's encouraging to know that our staff can interact with our customers and neighbors for a worthy cause," Hugh said. "Sometimes the people who donate the books stop for a chat about how the cost of educating people these days is exorbitant."

The store drive has also brought in school supplies. "So far, we've filled up eight barrels," Hugh said. He added that the material has now commanded its own space...

"Right now we're waiting for barrels so we had to put aside some area to store the stuff," he said.

Hugh hails from the Portland area of Jamaica on the island's east end. When he was told the

books and other items were headed for Negril, which is all the way west, he said, "No matter. The books are going home. It's a wonderful idea!"

The book drive was actually started in Negril four years ago and has been critical in helping to solve a book shortage there. In fact, school administrators have come to depend on the donations.

"We have school principals and superintendants coming to us requesting different kinds of books, and we pass on those requests to donors," Wellington said. "And often, those requests are filled." And the book drive has also become a source for other entities with local hospitals and libraries submitting requests.

Negril is one of Jamaica's popular tourist destinations. Wellington's family operates the Travellers Beach Resort there and the facility has taken on the role as distribution center for the books.

"Some of the staff helps to sort the books, and we have a 40-foot container on the site that we use for storage," Wellington said, admitting that sometimes the volume of books spills over into the hotel's lobby.

Recently, he said, about 1,500 books were distributed to children who visited the hotel. "Our guests don't mind," Wellington said, "and when they see what we're doing many of them have contributed to the effort, even paying for school uniforms and fees."



*Sabrina and Winthrop at a business conference*



# Caribbean Food Delights Support Haiti And Jamaica Missions

Medical services and humanitarian aid are being brought to isolated communities in the Caribbean courtesy of programs supported by Caribbean Food Delights and Royal Caribbean Bakery.

Difficult to reach areas of Haiti and Jamaica are benefiting from the programs that have brought desperately needed food, clothes, water and health care to people who are generally outside the realm of government care.

In Jamaica, a fully-equipped dental and medical van supplied by Royal Caribbean Bakery and Caribbean Food Delights is bringing needed care to people living in hillside villages.

With its floodlights shining through bushes in the rural blackness, the huge van appears to be from another world. "Sometimes we look like a UFO," said Dr. Roy Streete, Bronx based dentist who's been conducting medical missions for almost 20 years.

The van, purchased for about \$165,000, has all the equipment and instruments needed for exams, Dr. Streete said, "and it has helped save a lot of teeth."

"It's a tremendous help and it's really boosted our efforts to provide health care to underserved populations," Dr. Streete said.

"We're able to go to people who ordinarily would never get the kind of



*Jamaica mission trip with OID volunteers*

care we give. It's a really nice facility and it gives patients the opportunity for treatment in a comfortable environment."

And when it's not being used on one of Dr. Streete's missions, the van is put into service by Jamaica's Ministry of Health at mobile clinics and for emergency services.

Caribbean Food Delights and Royal Caribbean Bakery also support a help-the-poor program in the hills of Haiti that have been devastated through the years by hurricanes.

The program, Voice of the Children of Haiti, is operated by the Church of God of Prophecy in the Bronx which recently conducted a mission to the impoverished nation.

"We shipped 17 barrels of equipment, as well as food, clothes and medical equipment," said Sandra Carby, whose husband, Asquith, is an associated pastor at the church. "We've been doing this for seven or eight years, and thanks to the HoSangs we hope to help the people of Haiti for years to come."

The family has contributed in a variety of ways, from donating food and clothing to contributing cash. In fact, Sabrina HoSang accompanied the group on its recent trip to Thoman, Haiti, to make a hands-on contribution.

"She did whatever was needed doing, from getting blood pressure from people to distributing candy to kids who were waiting," Carby said.

In addition to distributing items from the shipped barrels, the church group also conducted a series of medical exams. Carby herself is a student in the medical field.

Carby said the series of missions were started by her mother-in-law, Jane Smith, who on a visit to Haiti observed rashes and other problems among children. When told the problems could be solved if the population had clean drinking water, Smith conducted a series of events that raised funds to have a reservoir built.

Since then, the contributions have expanded and the group set to grow even more.



*Haiti mission trip with Voice of the Children of Haiti volunteers*



# RCB & CFD Employee Appreciation BBQs

On July 2, 2009 Caribbean Food Delights hosted its Annual Employee Appreciation BBQ. The turnout was even bigger than last year as the company expanded its workforce. The employees enjoyed a day full of fun and games while munching on delicious food prepared by management. Caribbean Food Delights affiliate,

Royal Caribbean Bakery had their BBQ on July 7 and the turnout was also bigger than last year's. The employees look forward to this BBQ every year and have made suggestions on games for next year. This is one of the many ways that the companies show their appreciation to their employees' for their hard work and dedication.



*RCB & CFD employees enjoying the food and activities at their employee appreciation BBQs*



# RCB Bun & Cheese Eating Contest and CFD Patty Eating Contest



From left to right: Paul "Porkslap" Arcaria (3rd place), Sabrina HoSang, Ian "The Invader" Hickman (1st place), Jay "The Gormonster" Gorman (2nd place), and Vincent HoSang

Two new chow champions were crowned when Royal Caribbean Bakery and Caribbean Food Delights held their national beef patty and bun-and-cheese eating contests.

Taking the title as America's top bun-and-cheese eater was Ian "The Invader" Hickman who downed eight of the sandwiches in just four minutes and one second. The beef patty championship went to "King George" Van Laar, who consumed 12 beef patties in six minutes, 35 seconds.

The contest took place on July 12 2009 at the annual Merritone Family Fun Day Caribbean Heritage Festival at Lake Quassy, Connecticut. It was the first time the two contests were held at the same event.

"They were the best contests we've had," said Sabrina HoSang, chief operating officer for the two companies. She noted that it was the eighth annual contest for patty eaters, and the fifth for bun-and-cheese.

The contest winners got more than the delicious food for their triumph. They

each took home a \$400 cash prize and a trophy. Runners-up in the bun-and-cheese competition were Jay "The Gormonster" Gorman whose second place finish was rewarded with \$200, while Paul "Porkslap" Arcaria received \$100 for third place.

In the patty contest, second place went to Jon Taylor, a third-place finisher last year who got \$200 and third place to Joel "The Cannon" Podelsky who took home \$100.



From left to right: Vincent HoSang, "King George" Van Laar (1st place), Sabrina HoSang, Jon Taylor (2nd place), Joel "The Cannon" Podelsky (3rd place)

Even the contests' spectators were rewarded when Ms. HoSang and her employees distributed hundreds of tee-shirts emblazoned with "Mr. and Mrs. Patty" cartoons. "They were really excited about that," Ms. HoSang said.

She added that the contests were more about having fun than to promote the companies' popular Jamaican products.

"It's an exciting way for us to give back to the community, and they love it," she said. "We're looking forward to continuing the contests for many years to come."

Organizers of the event were happy to have the two companies onboard.

"Royal Caribbean Bakery and Caribbean Food Delights have been our solid supporters," said Conroy Alison, who has been presenting the heritage festival for 12 years. "They have been with us from the start and the contests are always among the highlights of the day."



# Caribbean Food Delights Patties Available In Over 2400 Major Retail Outlets

Caribbean Food Delights is expanding its markets at an unprecedented pace, establishing new accounts even as it offers a breakthrough product.

Tim Conway, the company's Director of Sales, said most of the expansion will take place in Sam's Club and Wal-Mart stores, while new accounts with the Harris Teeter chain and military commissaries are also contributing to the growth.

CFD's expansion in Sam's Club almost triples the previous number of clubs, and in Wal-Mart there has been a 250% increase in the number of new locations. Through Sam's Club, a wholesale club and warehouse store, CFD sells its signature item, the 10 Pack of Spicy Beef Patties, which will now be sold in 107 more clubs, all of them east of the Mississippi. Previously, the 10 Pack was available in 58 stores along the East Coast. "It's exciting for CFD," Conway said, "because this is the first time customers in the new markets will have the opportunity to purchase our patties." Chief Operating Officer, Sabrina HoSang concurs, "I get a lot of customer inquiries regarding where our products are available and I'm happy that now our customers can find our patties in their area where patties didn't exist."

"We expanded because we had strong sales within the Sam's Club organization," Conway added. The sales figures increased "by high double digits," he said. "There's a growing demand for our patties." CFD's sales in Wal-Mart "has been extremely impressive" in recent years, Conway said. The figures justify the recent expansion of Wal-Mart stores from

348 to 1,279. As with the Sam's Club stores, all the Wal-Mart stores are also east of the Mississippi River.

Southeast and Mid-Atlantic states are also included in the expansion, thanks to a new account with the Harris Teeter chain, which will make CFD products available in its 187 stores in these areas. "This is a great opportunity for us to continue to develop those regions," Conway said, "especially since the Southeast is growing at a higher rate than the Northeast."

Military commissaries will take some CFD products internationally. Conway said the company will now sell its 10 Pack Spicy Beef Patties in 40 more commissaries and introduce its 10 Pack Curry Chicken Patties to all 111 commissaries it serves. "The commissaries are throughout the U.S. and parts of Europe and South America."

Customer requests have also resulted in the development of a new product, the

Halal Patty.

"We had many requests for Halal patties from the Muslim community," Ms. HoSang said. "We've gone through the process of certification and become an approved Halal producer of meat products."

The Halal patties will be sold nationally in restaurants and bodegas. "Our expectations for the Halal patties are very high," Conway said. "We expect it to be up to 10 percent of our foodservice business within the next two years." He said there's virtually no difference between the Halal and our regular patty. "They look and taste the same, but the Halal meat is certified and blessed according to Islamic standards," he said.

"This is one of many ways our company takes customer feedback seriously and tries to accommodate our growing customer base."

## Food For Thought

Looking for a quick snack but don't have a lot of ingredients? Here's a simple solution to your problem. Homemade pizza! You will need a couple of slices of Royal Caribbean Bakery hard dough bread, your favorite tomato sauce, shredded mozzarella cheese and grated parmesan cheese. First, spread tomato sauce on the slices of bread and sprinkle mozzarella cheese on top. You can add your favorite toppings but remember keep it simple. Bake at 350 degrees F for 10 minutes in a toaster oven or until



*Jamaican style Pizza*

brown. Remove from oven and sprinkle parmesan cheese on top. Cool for 2 minutes and enjoy!



# VHFF Scholarships Allow Students To Continue Their Education

More students are fulfilling their dreams thanks to scholarships they received from the Vincent HoSang Family Foundation.

The scholarships will support the efforts of teacher Nicole Smith, who will continue her graduate studies at Mercy College in the Bronx, and Clive Ruddock, who's pursuing his degree at Monroe College in New Rochelle. Both appreciate the scholarship funds.

"I'm extremely grateful," said Smith, who's seeking a master's degree in middle school education. "The money's has given me peace of mind."

Smith is from the May Penn area of Jamaica and received her bachelor's degree from the University of Technology in Kingston. She taught school for three years before coming to the U.S. and wants the advanced degree to be better able to communicate with children.

"I'm definitely going back to Jamaica to help the children," said the married mother of four.

As an international student, Smith is not permitted to work in the U.S., so her scholarship funds could only go towards her education. "When Nicole mentioned to me that she didn't have any money to see her daughter graduate, I knew I had to help," explained Sabrina HoSang. "I believe a mother should not miss out on her child's graduation so I personally bought Nicole a roundtrip ticket to Jamaica." With Sabrina's financial help, Nicole was able to visit her family in Jamaica to see her daughter reach a milestone.

"My daughter graduated from high school, and it was so exciting for me to be there," Smith said.

She hopes to use her studies to develop new techniques for teaching schoolchildren.

"Very often, people will say a student can't learn, but that's not true. It's just that they learn differently," she said.

Ruddock's scholarship award was his second from the foundation. His course studies focus on hospitality management and culinary arts,

and he expects to get his degree next June.

Ruddock started his training in the food industry very early.

"My mother is a self-taught chef, and I used to help her prepare food for her restaurant," he said. Her specialty was "hard-core Jamaican food."

He has also worked with well-known restaurateur Daphne Mahoney, tending bar and assuming administrative duties. Ruddock says he wants to open his own restaurant where Jamaican cuisine will be given a softer touch.

"It's Jamaican-fusion cooking, where I'll be combining Jamaican food with other cuisines, like Italian," he said.

After he gets his degree, Ruddock said he will head to Europe for further training. "The VHFF scholarships are given in memory of my brother, Brian, and I know more students will benefit while his memory still lives on," said Sabrina HoSang.

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