

Caribbean

Delights



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MESSAGE FROM THE COO



Sabrina HoSang

Welcome to our fourth quarterly newsletter! We have had a very busy summer with exciting events and new products. As you will read more about in our newsletter, we had our annual Caribbean Food Delights' Patty Eating Contest in July, the grand opening of the expansion of our plant in August, and our annual Royal Caribbean Bakery Bun and Cheese Eating Contest in September. Our Flan Bread Pudding, Beefy Cheese patty and newly formulated Vegetable patty have all been introduced to the market and so far we've been receiving rave reviews.

The year is almost over and the holidays are coming up soon. Remember to order your duck bread for Thanksgiving and black fruit cake for Christmas. On behalf of the management and staff of Royal Caribbean Bakery, Caribbean Food Delights and JerkQ'zine Caribbean Grille, we wish all of our customers, employees and friends a safe, healthy, and happy holiday season. We look forward to a prosperous and happy new year in 2008 with you. Thank you for your continued support.

The HoSang Family receives Merritone Family of the Year Award

The HoSang family was honored on Sunday, July 8, 2007 at the 10th Annual Merritone Family Picnic held at Lake Quassy, CT. The event organized and promoted by Conroy Allison has long been the home of the annual Caribbean Food Delights Patty Eating Contest. According to Sabrina, "Conroy Allison has been a good friend of ours for a long time now.

choice. "It was a pleasure for us to be there to be recognized and receive the award," says Sabrina, "it feels good to know that our efforts are appreciated." On hand to accept the award were Vincent HoSang and his wife Jeanette, son Damian and daughter Sabrina.



Damian and Sabrina HoSang, Winston Merritone Blake, Conroy Allison, Vincent HoSang, DJ Roy, and Jeanette HoSang

CFD has been supporting his Merritone event from the beginning and he wanted to honor us as a family for giving back so much to the community." This is the second time that a family was honored at the annual event, it so happens that for the 10th anniversary, the HoSang's were the family of

Sabrina HoSang Receives Consul General's Award



Looking quite stunning is Sabrina HoSang as she receives the Consul General's award for her "dedication and commitment to improving the welfare of those less fortunate by providing support to Jamaica and the Jamaican community in New York." The Consul General's Ball was held on August 18th at the New York Hilton Hotel. "It's an honor to receive such a prestigious award," said Sabrina. "It's a great feeling knowing that we are able to help the less fortunate."

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

Expansion Grand Opening and Ribbon Cutting

On Friday, August 10, 2007 the management and staff of Royal Caribbean Bakery, Caribbean Food Delights and JerkQ'zine Caribbean Grille celebrated the grand opening of their expanded production facility of over 100,000 sq. ft. with a wonderful ribbon cutting ceremony. The facility sits on 10 acres in Tappan, New York where a host of elected officials, dignitaries, community leaders and media packed the room along with well wishers who applauded the HoSang family and the companies on their outstanding accomplishment. Among those bringing greetings and well wishes in recognition of this milestone accomplishment were Ambassador Dr. Basil K. Bryan, Jamaica's Consul General to New York; Dr. Una Clarke, former Council woman from Brooklyn, Mayor Wayne Hall from Hempstead, Long Island, Albany's State Assemblyman Nick Perry, Michael Cappelli, Senior Vice President of Bank of America, Irwine Clare, President and CEO of Caribbean Immigrant Service and Blane Stoddart, CEO of the Partnership CDC from Philadelphia. Also in attendance were representatives from the North American Gleaner, Carib News, Caribbean Link Newspaper and Link Up Radio. Master of Ceremonies was Conroy Allison, Radio personality and event promoter.

Lunch consisted of a generous sampling



The HoSang family cutting the ribbon with Dr. Basil K. Bryan and other dignitaries

from the JerkQ'zine menu. Appetizers included spicy jerk chicken wings, assorted cocktail patties and shrimp cocktail as well as a tropical fruit and cheese platter. Entrees included grilled jerk chicken breast wrap, crispy chicken sandwich, jerk fish fillet sandwich, Beefy Cheese patty and vegetable wrap along with sides of french fries and sweet plantains. For dessert, the guests were treated to Jamaican black fruit cake and moist yellow cake with vanilla frosting. Everyone received a "goodie bag" and music was provided by Steel

Passions who help to bring a feeling of being in the Caribbean.

The new high-capacity patty machine is much larger than the one we have now," says COO Sabrina HoSang, of Caribbean Food Delights, who cites that this new state-of-the-art high speed machine will now allow CFD to quadruple their patty production. "We currently make 30,000 patties an hour," says Sabrina, "that's 240,000 patties in a day; now with the new production area we can make over 1 million patties per day." This comes as good news to Tim Conway, Director of Sales at CFD who informs that demands for CFD's products continue to grow exponentially. This significant increase in demand comes mostly from the club stores such as BJ's and Costco as well as from the military, the school districts and their national and international distributors. In addition, storage is no longer an issue, as the new freezer now has the capacity to hold over 30 trailer loads of products.

The expansion of the production area has already created 25 new jobs in the manufacturing area. There are new personnel to mix the dough and the meat filling as well as packers, quality control personnel and of course managers to run those shifts.

Island Games



From left to right: Nassau County Legislator Kevan Abrams, Mayor of Hempstead Long Island Wayne Hall, Sabrina HoSang, Patrick Payne and Dr. Basil K. Bryan

It was the second year that founder Patrick Payne hosted the Island Games in June 2007 and Caribbean Food Delights' first time participating in it. Similar to what Caribbean Food Delights does for the athletes at Penn Relays, the company provided meals for the athletes at the Island Games. Local media News 12 covered the event and also interviewed CFD's Chief Operating Officer, Sabrina HoSang along with other dignitaries including Ambassador Dr. Basil K. Bryan. "It was such a great feeling knowing that we were providing the athletes with healthy and nutritious meals so that they could have the energy to compete in the games," Sabrina HoSang said. Caribbean Food Delights believes in supporting the youth, especially when it involves education and empowering the youth. They have been a major sponsor of the Penn Relays for over 10 years.

6th Annual Patty Eating Contest

Caribbean Food Delights added quite a bit of flavor to the 10th annual Merritone Family Fun Day, held in July at the exclusive Lake Quassy in Middlebury, CT, with their 6th Annual Patty Eating Contest. Featuring their signature spicy Jamaican beef patties and returning champion patty eater, "Gentleman Joe" Menchetti, Caribbean Food Delights' zesty competition was one of the featured highlights of the day's events.

This year, there was a new contestant who made Joe Menchetti become concerned as there was a possibility that his record could be broken. The Great Tom "Goose" Gilbert was confident that he would capture Menchetti's Caribbean Food Delights' Beef Patty crown and end his era of domination in the Caribbean food discipline. "We were all curious to see if "Goose" Gilbert was going to break Menchetti's record and steal his title which made the contest more exciting this year," said Sabrina HoSang, Chief Operating Officer of CFD.

Arnie Chapman of the Competitive Eaters Association served as the contest MC, engaging onlookers with trivia questions about Caribbean Food Delights, and handing out company T-shirts to trivia winners. The five minute format that is typically used for this contest was adjusted because there were only 14 patties per contestant. "Chowhound"



was heard saying, "Fourteen patties per contestant will bring us to the five minute mark...there is no need to worry." Unfortunately, Chapman did not count on Menchetti breaking his world record by three patties in 3:35 seconds. How this new measure of time will impact on the format of future contests is unclear but what is crystal



Sabrina HoSang with professional winners Tom "Goose" Gilbert, Gentleman Joe Menchetti and Ian "The Invader" Hickman.

clear is that Gentleman Joe Menchetti is not letting anyone steal his first place status in CFD's Patty Eating contest!

Winners of the professional contest were first place winner of \$500, Gentleman Joe Menchetti, who ate 14 beef patties, Tom "Goose" Gilbert, second place winner of \$250, ate 12.9 beef patties and Ian "The Invader" Hickman, third place winner of \$100, ate 9.5 beef patties in 3 minutes and 35 seconds. In the amateur contest, first place winner of \$200, Andrew "Patty Masha" Robertson finished 6 beef patties in 3 minutes, 45 seconds. Second place winner, Andre Wanliss won a digital camera and third place winner, Lee Reilly, won a DVD player. In addition to the prizes, winners of both contests each received a trophy.

Andre Wanliss, Sabrina HoSang, Lee Reilly and Andrew "Patty Masha" Robertson.

Food For Thought



Have you ever heard of a Jamaican Italian bread? Well, you can turn your Jamaican hard dough bread into Italian garlic bread! Butter one side of the bread slice and sprinkle garlic powder on it and toast until golden brown.

Serve hot with Italian food.

The Expansion is Good News for CFD's Business

According to Tim Conway, "The production and the addition could not have come at a better time. We have acquired the military and have expanded in BJ's Wholesale, our business is growing very aggressively." Continuing he states that "with the production capability the expansion gives us, we will be able to accommodate our current customers as well as grow our business with new products."

CFD is planning to launch several new products in 2008 that promises to take them to the next level, such as supermarket chains, restaurants and of course JerkQ'zine. Tim confides that, there are other products that are still in development that should be ready for market later this fall. "Our transfat free products are a direct result of our expansion," says Tim, "without that we could not be able to achieve the transfat free products, it give us so much more opportunity to go after businesses that today require all products to be transfat free "With this new machine, we are able to go after markets like the school districts. It has opened doors for us to bid on that type of business. We are extremely excited about it." Tim informs that, "our Beefy Cheese patty has been well received by our customers which was available to the market in early June." "People really love the products," says Tim, who projects that "in the next two to three months it will really start to take root and grow for us." Tim sees the Beefy Cheese patty as a food service item.

BUN & CHEESE EATING CONTEST

For the third year in a row, the crowd pleasing annual Royal Caribbean Bakery's Bun & Cheese Eating Contest proved to be a highlight of the Arts on Third Festival in Mount Vernon, NY. The contest, which now has two divisions, attracted five professionals and six amateurs. "There was one girl who ran all the way from her church just to enter the contest," says Sabrina HoSang, Chief Operating Officer of Caribbean Food Delights. The professionals were challenged to down eight, while the amateurs



(From left to right) Chris "The American" Schlesinger - third place winner, Gentleman Joe Menchetti - first place winner, Arnie Chapman, Sabrina HoSang, Karl "Galactus" Cramer - second place winner, Brian HoSang and Bruce Lee Fatt.

had to down five bun and cheese sandwiches as quickly as they can.

The crowd won commemorative T-shirts and other gifts in exchange for their answers to trivia questions about the company. Royal Caribbean Bakery has operated in Mount Vernon for more than 29 years and is very involved in the life of the community.

"Gentleman Joe" Menchetti, winner in the professional category in the two previous years, retained his title by consuming his eight sandwiches in the record time of 2:08 minutes, 7 seconds faster than his record last year and more than two minutes ahead of his closest rivals, Karl "Galactus" Cramer (4:54) and Chris "The American" Schlesinger (4:56). The amateur division crowned a new champion, Israel "Izzy" Perez, who demolished the old standard by consuming five sandwiches in 3:40. His runners up were 6 foot 285lb Jason "The Punisher" Smith (4:00) and the likeable and focused



Brian HoSang, Jason "The Punisher" Smith - second place winner, Mequan "MS" Scott - third place winner, Israel "Izzy" Perez - first place winner and Sabrina HoSang.

Mequan "MS" Scott who finish in third place once again with a time of 4:30.

"All contestants who participated in the contests received a prize," says Sabrina, "we gave trophies as well as cash prizes to our top three winners and runners up received consolation prizes."

Gentleman Joe celebrated his victory by autographing the packaging of Royal Caribbean Bakery's bun and cheese sandwiches for enthusiastic fans and walked away with the grand prize of \$500.

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