

Caribbean

Delights



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MESSAGE FROM THE PRESIDENT



Vincent HoSang

Without a doubt, our customers, friends and relatives have been and are still supporting our companies to the magnitude of making us the largest Jamaican frozen food plant in North America. With the holiday season upon us, I would like to pass on a bit of advice to our Caribbean, African and other minority groups. Christmas and some other holidays are orchestrated for us to spend money. Remember, cash is King; don't rush to spend your hard earned money or that of your parents. Instead, get a part time job with your extra time so you will have extra cash to save— notice I said save, not spend.

My mission for our companies is to see that with the help of my family, employees, customers, and the continued guidance of the Good Lord, we continue to expand and be profitable so we can create more jobs and help some of the less fortunate.

A significant milestone for me was when the Good Lord forced me to acquire our frozen food plant in Tappan, Rockland County. There was a time in my life when I would only hope to get a job here, never mind owning the company!

My objectives for the newsletter are to show our appreciation to those who help us to get where we are and to inspire others, especially the youth to not waste their time but put their energy and talent to good use that some day they will achieve success.

Nothing is impossible and when one achieves success, one should not be selfish, but help others. We try to help as many people as we can with scholarships and sponsorship of youth organizations, churches, health organizations, individuals, etc. Giving back is very important.

Thank you for your continued support and have a happy holiday. □

JerkQ'zine Caribbean Grille Opens in Georgia

Union City, Georgia, is the proud home to the first JerkQ'zine location. The beautiful flagship store designed with traditional Caribbean cool blues and bamboo walls along with granite counter tops and sleek menu boards opened with lots of pomp and ceremony on Monday, May 8th 2006. On hand to mark the grand opening were local dignitaries Councilwoman, Shirley Jackson; Jamaica's Honorary Consul to Atlanta, Vin Martin; the Police and Fire Chiefs for Union City along with members of the South

Bakery along with newly developed, "signature" items developed exclusively for the JerkQ'zine franchise. "We didn't change the formula for our famous patties or jerk chicken or curried goat or even our oxtail stew," assures Alan Bernstein, JerkQ'zine Franchise Director. He informs that, "to make it more recognizable to the cross-over market, we paired some of the products with traditional American items, such as French fries, a soda... we came up with value meals that lends the American twist to it."



Ribbon cutting ceremony at the grand opening of the first JerkQ'zine in Union City, GA

A Vacation from Ordinary Food

Bernstein is satisfied that people can come in and see the product being offered in the value meal and order by the number. He points out that, "We took the hamburger, chicken breast and fish fillet and added our own signature jerk seasoning to the products to make what we feel is one of the tastiest sandwiches in

Fulton Chamber of Commerce. JerkQ'zine's mission is to serve customers with the highest quality and most authentic Jamaican patties and other flavorful Caribbean cuisine in a warm and inviting atmosphere where customers and employees are valued. The heart of Caribbean Food Delights' operation is the beef, chicken, and vegetable patties also known as empanadas or turnovers. The immense popularity of these Caribbean products led to the development of the JerkQ'zine franchise. JerkQ'zine is the newly developed quick casual restaurant concept based upon the very successful Royal Caribbean Bakery which was started in the Bronx by Vincent and Jeanette HoSang 28 years ago.

JerkQ'zine is a Caribbean style restaurant whose menu revolves around the same products offered by Caribbean Food Delights and Royal Caribbean



the industry." There are also traditional fish dinners, which are "very popular on a Friday night" adds Bernstein. By all accounts, the people of Atlanta, especially Union City residents are excited about having a JerkQ'zine in their midst. "The store is doing well," says Bernstein, "we have a lot of repeat customers which will ensure our future success." □

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

Vincent HoSang Family Foundation

Casting Bread upon the Water

Whether making bread, patties and other baked products, or devoting time to one of his charities, Vincent HoSang is driven by quality, always focused on making things better. Over the years, he and his family have made things better for many by supporting various causes. The Vincent HoSang Family Foundation (VHFF) established in April 2004 is a natural outgrowth of the family's years of charitable giving. The VHFF is a 501c3 organization that comprises the philanthropic arm of Caribbean Food Delights. Countless organizations and individuals can attest to this generosity. □

OID receives Mobile Health Clinic

In 2005, Dr. Roy Streete and the Organization for International Development (OID) a team of medical practitioners that travel throughout the Caribbean and Africa providing medical and dental care to underserved communities received a VHFF donation of US\$180,000 for the purchase and refurbishing of a state of the art, mobile health clinic. The mobile health clinic is stationed in Jamaica. □



Vincent and Sabrina HoSang are joined by children as mobile clinic makes a stop in Trench Town.



The air conditioned two-room dental and medical unit is equipped with bathroom, microwave and other state of the art technology

UWI Scholarships

Prior to establishing the foundation, the HoSangs established the Vincent HoSang Scholarship Fund in 2002 with a donation of US\$150,000. The fund supports full scholarships for six deserving students studying the entrepreneurship program at the University of the West Indies reflecting Mr. HoSang's belief that education is the foundation to success. □

Dr. Bryan, Sabrina HoSang, a representative from the Ministry of Health and Mr. HoSang.



Damian, Sabrina, Vincent, Jeanette, Simone and Brian HoSang.

Penn Relays

More than ten years ago, Irwine Clare, Director for Caribbean Immigrant Services, approached Mr. HoSang for assistance in providing traditional Caribbean meals for visiting athletes at the annual Penn Relays in Philadelphia. Each year since then, the HoSangs and staff of CFD have volunteered their time and resources to feed the athletes. Today, CFD serves over 2,700 hot meals providing breakfast, lunch, dinner and goodie bags for athletes over a four day period. The home-style meals must be helping as performances at the Penn Relays have improved significantly. □



Athletes enjoying a meal.

MOP receives HIV Hospice

Another beneficiary of the VHFF is Missionaries of the Poor (MOP), the Jamaica based charity founded by Father Richard HoLung. In 2004, the VHFF awarded MOP a grant of JA\$12,505,000 to build a hospice created especially to provide a quality of life refuge for single mothers suffering with AIDS. The hospice will also serve other terminally ill destitute adults who are about to make their transition. □



Marlon, Sabrina, Vincent and George HoSang present check to Fr. HoLung at site for hospice.

E-COMMERCE

In response to a growing demand from consumers across the country to have Caribbean Food Delights products shipped directly to their homes, CFD has announced the development of an e-commerce page on their newly designed website slated for early 2007. "We have had so much demand for it that we decided it was time to make it available to our loyal customers," shares Sabrina HoSang. The company has created ten special variety packs that start as low as \$19.95. Customers will be able to call up or go online to order their choice of the packages and have it delivered at a nominal cost. The e-commerce page can be found on the web-site

www.caribbeanfooddelights.com



First JerkQ'zine Franchise To Open in Mount Vernon



Alan Bernstein, Vincent and Sabrina HoSang, Mr. and Mrs. Speedie Plummer.

It's been eighteen short months, since the JerkQ'zine Franchise was placed on the market, and Alan Bernstein is proud to announce the first New York store is currently under construction in Mount Vernon. This is yet another milestone achievement for the HoSangs who are proud to have Mr. and Mrs. Speedie Plummer as pioneer owners of the first JerkQ'zine franchise. The first franchise will be located on the busy

intersection of Gramatan Avenue and Fiske Place in downtown Mount Vernon. "The store is pretty big with considerable seating, around 40 people, with its front entrance on Gramatan Avenue," smiles a proud Alan Bernstein. The store is currently under build out, awaiting the arrival of the equipment package and after inspections, should open sometime around March 2007.

Alan Bernstein, who joined the company in April 2005, brings a wealth of experience to JerkQ'zine.

Formerly a Regional Director for TruFoods Corporation, his duties included franchise relations as well as operational and compliance issues for Arthur Treachers's Fish and Chips, Burritoville, Wall Street Deli and Pudgie's Famous Chicken Restaurants among others. He notes that JerkQ'zine is tracking to do its expansion in the New York tri-state area as well as in Georgia and in Florida. "We are actually working with a number of people right now who are

interested in developing their own JerkQ'zine restaurants...some are getting their finances together and writing their business plans and there are a few who are working right now to get necessary funding."

"Requests are coming in from all over the country" stated Bernstein, "but we are limiting our expansion to the East coast for right now". Most of the interest for store development is in New York and New Jersey as well as parts of Connecticut in places like Danbury, Hartford and Bridgeport which all have a strong Caribbean community. States in between, New York and Florida, places like North and South Carolina where there is a growing interest, will be filled in afterwards. From the time an application comes in to JerkQ'zine's corporate offices in Tappan, New York, the process should take anywhere from six to seven months to the completion of a store.

For franchise information, please contact Mr. Alan Bernstein at 845-398-3000 or by e-mailing abernstein@jerkqzine.com.

Unique & Original Eating Contests

Patty Eating Contest

For each of the past five years, Caribbean Food Delights has delighted the audience at the annual Merritone Family Picnic at Lake Quassy in Connecticut with patty eating contests. After a brief hiatus, the contest which was first introduced back in 1997 returned in 2003 to become a huge crowd pleaser. The strong crowd interaction transforms the event into more than just competitive patty eating. Some spectators participate as contestants while others answer general questions pertaining to company facts and history.



Paul Enden (second place), Clinton Higgins (first place), and Debbie Sisco (third place) with Sabrina HoSang, COO

In the past, when professional eaters were allowed to compete with amateurs, the amateurs were no match for the professionals. As a result, in 2006 two distinct contests were held, one for amateurs and the other for professionals. Amateurs are recruited from among the audience and are usually quite familiar with the patty; the professionals are

contracted through the Competitive Eaters Association.

The audience cheers the amateurs and professionals as they compete to devour seven patties in less than five minutes. The fastest eater wins \$500 cash; second prize is a digital camera while third prize is a DVD player. Tim Conway, CFD's Director of Sales, points out that, "Everyone comes away a winner...we hand out premiums to the crowd— hats, tee-shirts, water bottles and frisbees...we like the crowd getting involved." To date the event record stands at 12 patties in 4 minutes, 20 seconds, set in 2006.

Bun and Cheese Eating Contest

An amateur from the audience walked away the overall winner of the most recent Royal Caribbean Bakery bun and cheese eating contests held in Mount Vernon for Flag Day. Both professionals and amateurs participate in this contest in which the challenge is to eat 7 sandwiches in less than five minutes. "The [winning] amateur did so well, the professional organizer wanted to sign him up," chuckles Sabrina HoSang.



Arnie Chapman, Elliot Cowley (third place), Sabrina HoSang, Gentleman Joe Menchetti (first place), Chris Schlesinger (second place)



Sabrina HoSang with amateur contest winners, Shawn Algermon (1st place winner), Elijah Fihmeo (2nd place winner) and Mequan Scott (3rd place winner).



Message from the COO

Let me take this opportunity to introduce myself. I am Sabrina HoSang, Chief Operating Officer. After graduating from Villanova University in May 2001, I joined the company as Director of Operations. It's been my goal to provide a company newsletter that will serve to communicate new ventures and opportunities,

the companies' success stories, our philanthropic endeavors as well as our new products and services to our employees, customers and vendors. I'm proud and excited to say that this is the first issue of many to come.

There are many new projects in the pipeline at CFD for 2007. We have several new accounts such as the military/commissary business and have expanded into 175 BJ's Wholesale locations, tripling the amount of BJ's stores we had this year. Due to increased demand for our products, we are expanding our plant to add another production area and freezer, making our plant over 100,000 sq. ft.

We always strive to keep our community updated and informed as our customers should know that when they support Royal Caribbean Bakery, Caribbean Food Delights and JerkQ'zine, their support goes a long way in helping the less fortunate. I appreciate your continued support and wish you a safe and happy holiday. □

Mr. and Mrs. Patty

Caribbean Food Delights is proud to be the first Caribbean company with mascots. In 2002 when Mr. and Mrs. Patty arrived on the scene, the colorful couple was an instant hit with customers, especially the children. They were ubiquitous during the yearlong 25th anniversary celebrations of 2003 when they traveled to each store interacting with customers and taking photographs with children. They also made their first appearance at the West Indian American Day Carnival in 2003. Mr. and Mrs. Patty are regulars at the

Penn Relays, the annual family day celebration at Lake Quassy in Connecticut, and the Mount Vernon Parade of Flags. They create lots of excitement at the patty eating contests and provide great photo ops. Due to the popularity of Mr. & Mrs. Patty, we replicated them by making a mini plush collectible toy which you can purchase for \$2.99 or get it free with a purchase of a Kid's meal (one patty and a fruit punch) at our Royal Caribbean Bakery locations on Dyre Avenue in the Bronx and Fulton Avenue in Mt. Vernon. □



Mrs. Patty, Sabrina, Vin Martin, Jeanette and Vincent HoSang and Mr. Patty at store opening in Georgia

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!



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