

Caribbean Delights



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MESSAGE FROM THE COO



Sabrina HoSang

2007 was an amazing year for us and we thank you for being a part of our success. As we celebrate our 30th anniversary in 2008, we look forward to a healthy, blessed, prosperous and happy year and have many fun and exciting events planned.

Can you believe one year has passed since we began our newsletter? We are happy to know you have enjoyed our articles and look forward to bringing you more in the coming years.

As you will read in this issue, Royal Caribbean Bakery and Caribbean Food Delights are going GREEN. We understand that we have a responsibility to be aware of the effect our operations have on the environment as well as the community we serve. Royal Caribbean Bakery and Caribbean Food Delights are also concerned about global warming and are committed to helping preserve the environment. Our future depends on it.

At home, one of the ways you can go GREEN is by using less energy. Start using compact fluorescent light bulbs (CFLs) instead of incandescent bulbs. CFL's use four times less energy and last eight times longer than incandescent bulbs.

Read on for other exciting news and updates. As always we welcome your feedback.

Thank you for your support and we look forward to celebrating our 30th anniversary with you.

Annual Christmas Party

On Saturday, December 8, 2007, Royal Caribbean Bakery, Caribbean Food Delights and JerkQ'zine Caribbean Grille hosted their annual holiday party at the classy Surf Club in New Rochelle. With over 300 guests in attendance, Mr. HoSang, his wife Jeanette along with their four children were quite gracious in mingling with their guests. The highlight of the evening was the honoring of four distinguished individuals for their service to the community. Jamaica's former Consul General to New York, Ambassador, Dr. Basil K. Bryan, who retired from his post in September 2007 having served since 1998 was recognized for his outstanding service. Bishop Sylveta Hamilton-Gonzales, founder of QKingdom Ministries, Brooklyn's M.A.C.A.D.E.M.Y School of Science and Technology as well as the prestigious Woman of Great Esteem Emerald Awards also received an award. So did, Master of Ceremonies, Reverend Canon Calvin McIntyre of the Good Shepherd Church in the Bronx as well as Amir Abdullah Muhammed Abdul-Akbar, founder and executive director of the Caribbean American Program for Empowerment, Inc., (CAPE). The presentation of the community service awards added a nice twist to the evening's presentations.

Michael Sperrazza of Royal Caribbean Bakery and Tim Conway, Director of Sales for Caribbean Food Delights each received the 2007 Employee of the Year Award from their respective companies. "Being recognized as employee of the year is something I take pride in," says Conway, adding that "we have a lot of very good people here and I am very happy that they recognized me. In addition to the pretty plaque, we also received a week's vacation in Aruba for our families and we are very excited about that." That's right, Caribbean Food Delights, has provided an added value to their recognition of their outstanding employees.

Guests at the party were all delighted to see the HoSangs, who are recognized for their philanthropic endeavors, honoring people from the community who are equally giving. Sabrina HoSang puts it well when she says, "We want to encourage and inspire other people to give back to their community." Sabrina was also honored with her receipt of a Congressional Proclamation from Congressman Edolphus "Ed" Towns and the United States House of Representatives for her outstanding work within the community. D.J. Prentice and Soul Tone Disco provided the music that kept everyone on the dance floor.



Mr. HoSang, Sabrina HoSang, Amir Abdullah Muhammed Abdul-Akbar, Reverend Canon Calvin McIntyre, Bishop Sylveta Hamilton-Gonzales, Dr. Basil K. Bryan, Tim Conway and Mrs. HoSang

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Caribbean Food Delights Goes Green

“From ever since, I was never one to waste things,” says Mr. HoSang, as he speaks about the landmark decision to take his company GREEN. “For example,” he continues, “whenever I use water or paper, no matter how plentiful or how affordable it is, I always like to conserve.” Mr. HoSang, has strong feelings about preserving the earth. “We have to preserve the good earth that God has given us... the earth is not growing anymore and with the growing population, and all the natural resources being used up, if we don’t conserve now for the next generation to come, they won’t have anything to use.”

“For example”, Mr. HoSang continues, “the oil we are depending on to run trucks as gasoline is polluting the air. It has caused the hole in the ozone layer, and because of that, we as individuals have to take steps to find ways to use less of that resource and to use other resources that God gives us; for example, wind and sun all that is free. We should try to harness that so we don’t use up the natural resources.”

At his headquarters in Tappan, New York, Mr. HoSang has already implemented strategic moves for his employees to embrace in his quest to take the company green. “We have at least 50 stations between both plants,” he says, “where you wash your hands and wash up things. We have ordered hand dryers



Mr. Vincent HoSang, O.D.

ing for the town to change the ordinance so they will be allowed to operate windmills to generate some of the electricity to operate the new hand dryers and other equipment. He is also looking forward to using solar panels. “My sister and brother-in-law in Jamaica, has a hot water tank that is powered by solar energy,” cites Mr. HoSang, “it’s like free energy. People must be cognizant today of taking a step forward; we must waste less so that we can preserve the earth.”

Continuing on his green quest, Mr. HoSang has added four new Japanese trucks for his fleet. “What the Japanese have done is to make a filter on the exhaust system that will address the carbon monoxide and make it cleaner so that the rest of the air that goes out is much cleaner. “Though these trucks cost

\$50,000-\$60,000. “Minute by minute, second by second, the system is monitoring all the refrigerated equipment that we have and we do have a lot,” smiles Mr. HoSang. “For example, one of the freezers may have 20 evaporating fans running at one time and the system will monitor and see if it is necessary to run all the fans at once. If the freezer has reached its temperature, it will turn off half of the fans and keep the other half running. “The system works 24 hours a day, seven days a week. Mr. HoSang points out that, “these are things we are doing because we really believe in preserving the earth; citing that, “if everyone tries to conserve and tries to do the right thing, the generation that comes after us will find a better earth and that’s why we are going green.”

In taking the leadership role and going green, Mr. HoSang hopes others will follow his lead and take their companies green, but going green certainly affects the bottom line. For Mr. HoSang, the money he has spent upfront to purchase more environmentally friendly equipment is simply an investment in the future of the world. He says, “I am advising others, don’t look only at the initial cost; yes, the initial cost is a lot, but look also at long term. You have to save the bottom line, but you have to try to save the earth that is even more important than your bottom line. Try saving the earth and by saving the earth, you are also saving your bottom line.”

‘People must be cognizant today of taking a step forward; we must waste less so that we can preserve the earth’

to replace paper towels. At least we don’t have to cut down more trees to change the environment,” Mr. HoSang quickly adds. This investment is quite a costly one but for Mr. HoSang, it is worth every penny. “Yes, these hand dryers use electricity but they use a very small amount of electricity.” Mr. HoSang is also wait-

a pretty penny, Mr. HoSang, says, that he, “doesn’t mind the cost and congratulate the Japanese for doing that because we have to preserve the earth again.”

As if that is not enough, Mr. HoSang informs that, he has installed a new monitoring system which cost about



The new hand dryer

2007 Stellar Year in Sales for CFD

Tim Conway, Director of Sales for Caribbean Food Delights received the 2007 Employee of the Year Award for his outstanding service to the company. "It's been a wonderful year for CFD... 2007 was a record breaking year," he offers. Based on the stellar growth, 2007 was a record setting year in which sales volume increased by 20% over 2006. The biggest growth came from the club store business. "We increased our case pack from an eight pack to a ten pack," says Conway. "This resulted in about 19% more sales in total category across the board in our club stores." He shares that he is pleased to see that in 2007 there was a very successful expansion of the patty in the club stores. In 2007, one of the largest retailers in the country recognized CFD as the leader of the specialty food category. "CFD was recognized as the leading manufacturing food company in the specialty food category nationwide," cites Conway. "We are very happy with our rating of 89% increase over the prior year's sales. We were the first company to have the highest ratings of any specialty food category/food company in their division." According to Conway, this recognition puts CFD in a class by itself. For 2008, Tim and his team are looking to carry the momentum forward. He cites several new projects but declined to discuss the details pending further development. "It's a little premature," laughs Conway, "but we are hoping we will have an additional 25% growth in '08 over '07.

Food For Thought - Grilled Cheese Sandwich



Sabrina HoSang has a simple easy-to-make treat for customers who run out of ideas of what to do with their Royal Caribbean Bakery hard dough bread that's been in the pantry for a few days. According to Sabrina's suggestion, take two slices of Royal Caribbean Bakery hard dough bread; place a slice of cheese between the pieces of bread; butter bread on the outside; place in medium hot skillet; fry until cheese melts and bread turns golden brown; turn on to other side and repeat the process. Remove from skillet. Enjoy as a snack with your

favorite drink, make it a meal by adding french fries and slices of tomato. "Although this is a children's favorite," adds Sabrina, "it is enjoyed by all ages and they love the chewiness of the toasted bread with the melted cheese." Unlike its American counterpart which is much lighter, the hard dough bread is heavier bread and as such it is more filling. Sabrina declares that, "It's delicious... sometimes, I have my grilled cheese sandwich with fried eggs in the mornings." Sabrina recommends the American sliced cheese however Jamaican cheese is quite tasty, too.

UPCOMING EVENTS

February 16: RCB/CFD's 30th Anniversary

February 28: Grand opening of 3rd JerkQ'zine
in Mt. Vernon, NY

April 24-26: Penn Relays at UPenn

May 12-17: Customer Appreciation week at
participating stores

June (TBA): Mini Grand Prix Race in Mt.
Vernon, NY

June 8: Island Games in Uniondale, NY

July 11: CFD Employee Appreciation
Summer BBQ

July 13: CFD's 7th Annual Patty Eating
Contest in CT

July 18: RCB's Employee Appreciation
Summer BBQ

September (TBA): RCB's 4th Annual Bun and
Cheese Eating Contest

Mr. HoSang Receives Luminary Award



Mr. HoSang with his wife, Jeanette and daughter, Sabrina, after receiving the luminary award

one of four recipients of the Luminary Award was recognized as one who has left "an indelible mark on the development of the Caribbean." The evening entitled "The Legacy Continues" marked the sixtieth anniversary of the University of the West Indies as a center of culture for the entire Caribbean. Mr. HoSang who comes from very humble beginnings in Springfield in Jamaica's St.

James parish, established the Vincent HoSang Family Foundation in 2002 when he provided full scholarships totaling \$150,000.00 to six students in the university's entrepreneurial program in Jamaica. Mr. HoSang is continuously recognized for his philanthropy throughout the world. The well attended evening boasted the who's who of the New York's Caribbean Diaspora.



Mr. HoSang receiving his luminary award along with the other honorees

On Monday, January 28th, Mr. Vincent HoSang, O.D., co-founder of Caribbean Food Delights, the largest Jamaican frozen food plant in the U.S. was honored by the American Foundation for the University of the West Indies (AFUWI) at its 11th annual awards dinner at the Waldorf Astoria in New York City. Mr. HoSang,

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