



# Caribbean Delights



A Publication of Caribbean Food Delights

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## MESSAGE FROM THE COO



Sabrina HoSang

I am proud to announce that we have received lots of positive feedback about our first newsletter. We look forward to continue informing our customers, employees, franchisees and friends about our companies' activities and upcoming events.

Easter is always a very busy time for us. This year, the demand for the Easter buns exceeded our expectations as stores rushed to re-stock their supplies as they were quickly diminished off the shelves. The Easter bun was so popular that most stores were completely sold out. Another popular bun during Easter time is our stout bun, made with Guinness stout which you will read more about in this newsletter.

We are both pleased and excited to see that we've inspired others to give back to the community as we have been doing for many years and to provide customers with healthier products. We believe that it is important to provide our customers with healthier choices as they are moving towards a healthier lifestyle. Our goal is to meet the needs of our customer as they are the foundation of our success. By the end of this year, we will be offering a healthier patty which will be lower in saturated fat and contain no transfat without losing the delicious flavor and texture.

We received the prestigious Small Business Forbes Enterprise Award on February 5, 2007. We accepted the award on behalf of all our employees and customers who have been loyal to our company for many years. Thank you for your support. Please stay tuned for more exciting news in our 3rd quarterly newsletter. ☐

## FORBES ENTERPRISE AWARD

Caribbean Food Delights (CFD) received the Small Business Forbes Enterprise Award in the category of food and beverage. The exclusive, invitation-only televised awards ceremony took place at New York's Lincoln Center on February 5, 2007. CFD was selected from among thousands of entrants accepted through July 31, 2006 for the Forbes Enterprise Awards and subjected to a rigorous judging process. Sponsored by Verizon, the Forbes Enterprise Award is heralded as the most esteemed and sought after small business award in the United States. It recognizes outstanding businesses that demonstrate visionary practices and achievements. "We strive toward producing high quality products and are honored to be recognized by Forbes for our ideas, innovations and accomplishments," says Sabrina HoSang, Chief Operating Officer of CFD.



Vincent HoSang and his daughter Sabrina receiving Forbes Enterprise Award at the Lincoln Center

## ENDURING GROWTH

Evidence of the growth of Caribbean Food Delights can be readily seen in the recently completed expansion of the storage freezer and the increase of the production facility currently underway. The first phase of the expansion was completed in August 2006 and the new freezer capacity is now in use. The new storage capacity holds 30 tractor trailers of frozen product. This is in addition to the previously existing freezer which holds 10 tractor trailers, totaling 960 pallets worth \$2.8 million. This will be crucial in facilitating the company's future growth.

The added storage capacity helps in many ways.



New freezer holding 30 trailerloads of products

This allows better scheduling of production, better utilization of the equipment and greater efficiency of the operation. In addition, the company can now pursue opportunities it could not take advantage of in the past. These include but are not limited to the military and additional club stores.

CFD expects sales volume in our club store business to increase by 60% this year. The club store pack has increased from 8 to 10 units per package and the number of locations being serviced has increased drastically. A large portion of this will come from the increase of BJ's club stores. Due to increased demand, distribution has tripled from approximately 60 to 175 stores this year.

### Production Facility

The second phase, expansion of the production facility, is going very well and is expected to be completed by July 2007. The added production capacity will allow CFD to increase production by 100% and continue to expand the brand. "It's going to give us the opportunity to develop products that we have wanted to offer to the public for a number of years," says Tim Conway. Over the course of the next year, customers can expect to see new products introduced to the Caribbean community as well as mainstream America.

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



# PENN RELAYS – A CFD TRADITION



Vincent HoSang and Ms. Sabrina HoSang with Cornwall College student athletes.

Providing young athletes at the Penn Relays with hot meals reminiscent of home has become a tradition for Caribbean Food Delights. As the primary patron of Team Jamaica Bickle, the organization responsible for the initiative, Mr. Vincent HoSang's leadership has been unparalleled. The CEO and President of Caribbean Food Delights, enjoys feeding these youngsters. Each year, he is at the heart of the volunteer operations that occur behind the scenes at the Penn Relays and provides financial support.

This year, on behalf of the Vincent HoSang Family Foundation, Royal Caribbean Bakery, Caribbean Food Delights and JerkQ'zine, a donation of \$10,000 was presented to Irwine

Clare of Team Jamaica Bickle. However, it is his non-financial support that has garnered him the most respect from the athletes, and the community at large. Mr. HoSang, his family and staff are involved in every aspect of the four consecutive days of activities. He personally drives the equipment and food items necessary to prepare the meals, down from New York to the University of Pennsylvania where the relays are held.

The operation, which involves loading and unloading the equipment, is quite extensive with a constant buzz of activities with volunteers

constantly cleaning up, cooking or prepping for breakfast, lunch or dinner. "It's a lot of hard work," states Sabrina HoSang, Chief Operating Officer at CFD. "We donate food to feed more than four hundred people, but it's the work that goes into it that is priceless." It is not unusual to see Mr. HoSang caught up in the middle of the activities. According to Sabrina, "He has so much energy doing this work; he really enjoys giving back to the community." Furthermore, this year, "CFD will also provide special commemorative T-shirts for all the athletes and volunteers that they can take home as a souvenir from our company," Sabrina says.



Damian and Vincent HoSang showing the volunteers at Penn Relays how to serve the athletes

## EVENTS:

- April 26-28  
*Penn Relays at UPenn*
- May 19  
*JerkQ'zine's 1 year anniversary celebration in Union City, GA*
- June 3  
*Mini Grand Prix race in Mt. Vernon, NY*
- June 10  
*Island Games in Uniondale, NY*
- June 21  
*JerkQ'zine's grand opening in Mt. Vernon, NY*
- July 8  
*CFD's 6th Annual Patty Eating Contest in Connecticut*
- September 23, 2007  
*Royal Caribbean Bakery's 3rd Annual Bun & Cheese Eating Contest*

## WE SUPPORT OUR TROOPS

Within the military, CFD products can now be found in the commissaries (supermarkets) on more than 80 bases nationally and distribution to another 80 in Europe. "This will be very positive for us," says Tim Conway, Director of Sales. "We are excited about being able to get our products to the soldiers and support the families so we are really happy about that."

Another segment within the military is the soldiers' mess (dining) hall. CFD has now started distributing to various military bases that feed the soldiers patties for lunch or dinner. Tim Conway expects sales volume in the military to double in the next year.





# VINCENT HOSANG VISITS SPRINGFIELD ALL AGE SCHOOL

The children of Springfield All Age School in the parish of St. James, Jamaica smiling from their evident exuberance on January 25th when they had the good fortune to spend the day with Vincent HoSang, founder of Caribbean Food Delights (CFD) and one of the busiest CEO's in North America. Along with his son, Brian, the senior HoSang visited his hometown of Springfield District with a group of medical experts from New York, known as the Organization for International Development (OID) headed by noted Bronx dentist, Dr. Roy Streete. The medical team spent two days on site at the Springfield All Age School screening the many who journeyed from near and far. The screenings took place in an air-conditioned state of the art mobile health clinic which was gifted to OID by Caribbean Food Delights in 2006. The mobile health clinic, which is stationed in Jamaica, is fully equipped with its own generator, two rooms (one for dentistry and the other for medical services) and a restroom. For two days, the mobile health clinic and medical team were on hand in Springfield administering well needed dental and medical assistance to this rural community. On the

day of Mr. HoSang's visit, he addressed the student body and provided lunch for everyone. More than that, he offered hope



School girls at Springfield listening to an inspirational speech by Vincent HoSang

to the children who sat and listened attentively to his powerful message of hope and inspiration. "This is the little district that I came from...this is the school that I attended...I am happy to be able to be an inspiration to the children." Vincent HoSang continues to be a role model to many not only in his island home of Jamaica, but also in the New York tri-state area where he is known for his generosity.



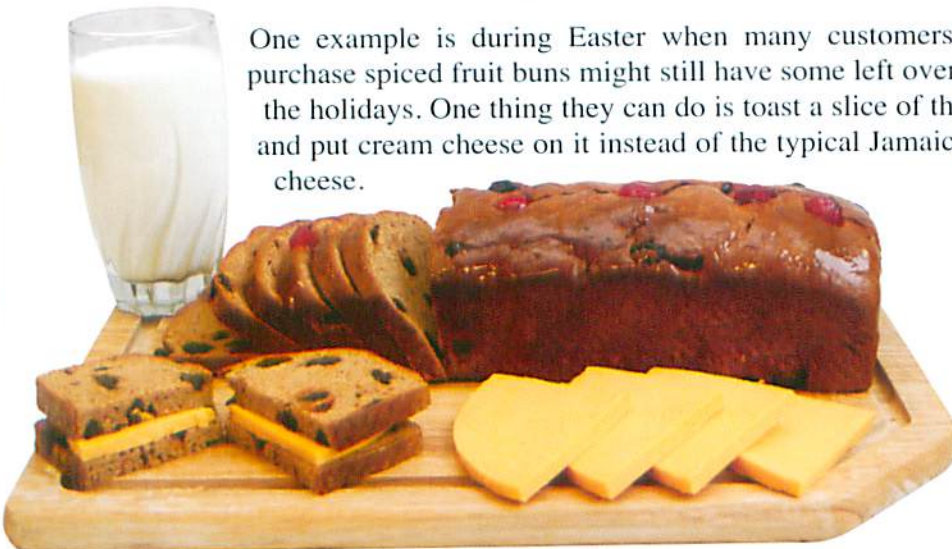
## New and Upcoming Products

A few years ago, we introduced a new bun called the stout bun, which is very moist and darker in color, and "has a cake-like texture," says Sabrina, who informs that the stout bun is made with Guinness stout. As with the spiced fruit bun, the stout bun has been a popular item during Easter. Due to high demand, it will now be available throughout the whole year. In January 2007, Royal Caribbean Bakery also introduced a new bread pudding called flan bread pudding. It has a creamy texture like flan and tastes like flan, too. "The flan bread pudding is a recipe that I created by mistake," Sabrina says. She explained that she was making flan and bread pudding for dessert at Christmas time. The problem was, she was doing so many things at the same time that she messed up her flan recipe. Instead of throwing out the flan mix, she threw it into her bread pudding mixture. She baked it with the hope that it would taste good. Her father, Mr. HoSang, tasted it and loved it. He wanted it to be sold in the bakery. "It turns out that my mistake was a good one," Sabrina concludes.

## Food For Thought

Welcome to our new segment Food For Thought where we will provide easy recipe ideas along with other suggestions on how to best use our products. The column came about because the companies wanted their customers to maximize the usage of their products. "There are so many other ways to serve our food and in some cases, create other foods from our breads such as the traditional bread pudding. We would like to provide our customers with creative ideas on how to use our products in other ways," shares Sabrina HoSang.

One example is during Easter when many customers who purchase spiced fruit buns might still have some left over after the holidays. One thing they can do is toast a slice of the bun and put cream cheese on it instead of the typical Jamaican cheese.





## What Some Of Our Retailers Have To Say



### Great Taste – Excellent Service

I've been doing business with Caribbean Food Delights since 1999 and I find the products to be exceptional. As attested to by my clients, the taste is very, very good. Doing business with Caribbean Food Delights has been a very pleasant experience 'cause everybody there is very helpful and informative and you can always call and get answers. If there is a problem, we can work through it very quickly. I want to say keep up the good work and the marvelous job as both a manufacturer, provider and of course the community service to the wider community including Jamaica.

*Alty Thompson, Owner Continental Tropical Market, Tacoma Park, MD*



### Always Fresh

For me, what is most outstanding about Caribbean Food Delights products is the freshness. I use the frozen unbaked patties and they always taste fresh. As a supplier they do an excellent job. They are really reliable and they have excellent customer service. To me personally, knowing the work that Vincent HoSang does in our community, I would not look to support another company that carries the same product.

*Chris, The Door Restaurant, Queens, NY*

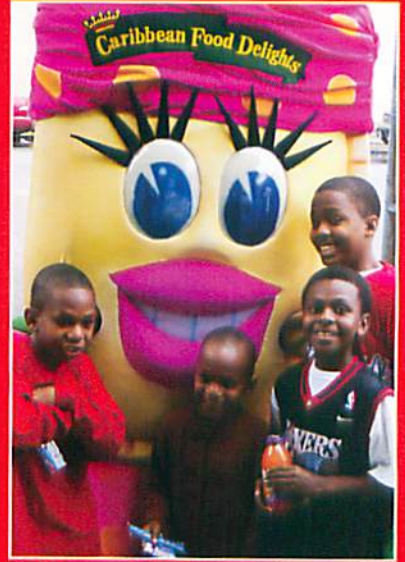
### Great for Business

Based on how we are selling, Royal Caribbean Bakery is an exceptional product. Great taste, presentation, packaging... everything is great. I've been selling the products for about fifteen years and it's been great doing business with Royal Caribbean Bakery.

*Star, Caribbean Supercenter, Orlando, FL*

## FOR THE CHILDREN

Mr. and Mrs. Patty tell kids, "Never give up on your dreams." As the first Caribbean company to have mascots, CFD is proud of the positive message that is conveyed to the children via Mr. and Mrs. Patty. The mascots made their first appearance during the companies' 25th anniversary celebration in April 2003. Since then, Mr. & Mrs. Patty have become popular with the children and the kids tend to be drawn to these irresistible characters. Mr. and Mrs. Patty want children to know that they should never give up on their dreams no matter how difficult they may seem to achieve. They will only achieve their goals if they are persistent, focused, not settling for less and striving to be the best they can be.



*Children enjoying the company of Mr. & Mrs. Patty*

Find us on the web:  
[www.caribbeanfooddelights.com](http://www.caribbeanfooddelights.com)  
[www.royalcaribbeanbakery.com](http://www.royalcaribbeanbakery.com)  
[www.jerkqzine.com](http://www.jerkqzine.com)

The Real Taste  
of the Caribbean  
is captured in every bite!



*A Vacation from Ordinary Food*



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