

23 February 2023

## Session n°8:

# Successes from Caribbean women-led businesses/SMEs in the agrifood sector



*Caribbean Agrifood Business Series ...*



Shondel Abby Alexander

# Abby's Exotic Blends



Caribbean Agrifood Business Series ...



# Abby's Exotic Blends



## Background

Abby's Exotic Blends is an agro processing company which operates in the island of St. Lucia. It produces variety of **vegetable chips** and **alcoholic and non-alcoholic beverages** made from locally grown ingredients which give the product its unique and sensational flavours.

- Established in 2009 in the community of Monchy Gros Islet by Ms. Shondel A. Alexander
- Incorporated in 2018
- Products available in local supermarkets, gas stations, hotels and boutique shops island-wide; option for personal bulk orders or event requests



# Abby's Exotic Blends



## Punches:

Made with the freshest and most nourishing ingredients:

- Banana
- Birthday Cream
- Coconut
- Coffee Liqueur
- Egg Nog
- Lit Fusion
- Peanut
- Red Romance
- Sea Moss
- Temptation



## Chips:

Made from locally grown produce fired in vegetable oil and lightly salted:

- Banana
- Breadfruit
- Cassava
- Dasheen
- Macaboo
- Plantain (green)
- Plantain (ripe)
- Sweet potato





# Abby's Exotic Blends



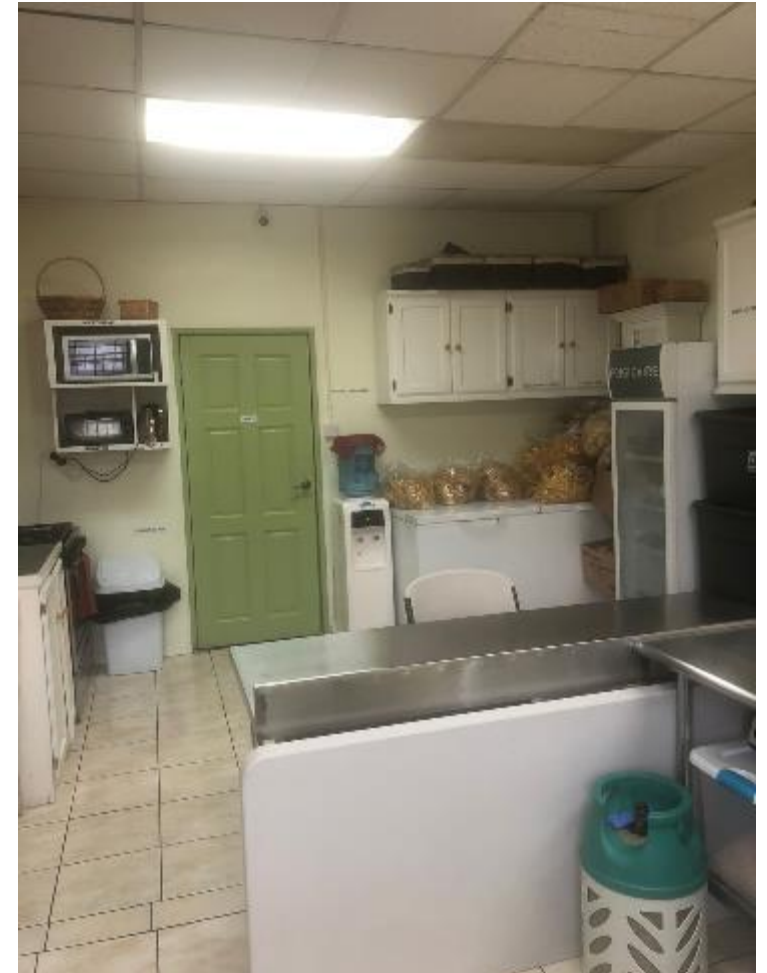
## Products



# Abby's Exotic Blends



## Production lab



# Abby's Exotic Blends



## Vision

To be the industry leading provider of palette stimulating yet nourishing vegetable chips, alcoholic and non-alcoholic beverages in the St. Lucian and regional market.

## Goals & Objectives:

- To ensure that each product remains **unique** and at **premium quality** by way of the ingredients used and production processes employed. Abby's Exotic Blends meets all industry quality standards and works closely with all government bodies such as, the bureau of standards, manufactures association and chamber of commerce regulations.
- To provide **excellent customer service** to our wholesale and retail partners.
- To engender a community of **locally owned businesses supporting each other** by acquiring ingredients on the local market unless impossible to do otherwise.
- To become a **profit generating organisation** to facilitate exponential growth in the foreseeable future.



# Abby's Exotic Blends



## Core Values

### Efficiency

Aims to be proficient and the most environmentally friendly in its production cycle to:

- limit wastage
- preserve energy consumption
- ensure the best tasting products.

### Consistency

Strives to maintain its quality and consistency through:

- using the best local ingredients
- conducting quality assurance checks
- implementing standardised production techniques and clean and safe materials and apparatus

### Creativity

- New products are made yearly to ensure that the brand grows and appeals to a wide market and the ever changing demands of the pallet.
- Creates new twists in existing products by adding new flavours to enhance and better what is already available.

### Competitiveness

- Locally sourced and very nutritious ingredients
- No chemicals used in the production of the snacks, the only preservative in the punches is the alcohol
- Beautiful packaging
- Awards winner



# Abby's Exotic Blends



## Awards winner:

- 2018: Gold SMA (Saint Lucia Manufacturers Association) Quality Awards for Leadership, Product and Customer Service Quality and Implementations of Standards and best practices
- 2019: Saint Lucia Business Awards presented by the St. Lucia Chamber of Commerce Industry and Agriculture



# Abby's Exotic Blends



## Growth Strategy :

- **Market penetration:** utilizing organic growth strategies such as referrals, trade shows; product samplings and rewards.
- **Product Development:** consistent improvement on existing product line and the addition of new products yearly.
- **Market Expansion:** expanding into untapped local markets such as cruise ports, schools and regional and international markets through export.
- **Diversification:** regular revue and revaluation of existing products, expanding into alternative agro-processing products or by-products such as extracts, oils and fertilizers from the waste of the ingredients used in production



# Thank you



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# Thank you

