



## BUSINESS PROFILE



JAY'S ENTERPRISES INC.  
BARBADOS  
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### ABOUT JAY'S ENTERPRISES INC.

- **Company status:** Incorporated.
- **Year of registration:** 1997.
- **Number of employees:** 37 employees including 19 women.
- **Business sector:** Agroprocessing.



Ingrid Brathwaite – Managing Director of Jays Enterprises Inc.

Ingrid Brathwaite brings a wealth of experience to the table, with a proven track record of success and a commitment to excellence. She is a trusted advisor and thought leader, with 20 years in finance, sales, marketing, and manufacturing. Whether consulting with companies or working vigorously on her brand Superb Blend, she continues to make a meaningful impact on organisations and individuals.

Ingrid has been recognized for her contributions to the industry, receiving accolades such as awards, certifications, and honours from various organizations such as IICA, FUNDACCESS, BMEX, EXPORT CARIBBEAN and so much more. She is actively involved in professional and community initiatives, where she contributes her expertise and leadership to drive positive change.

## CONTEXT

### Background

In 1997, Jay's Enterprises Inc. was born out of a vision and a legacy. Starting small, the Brathwaite's laid the foundation of their enterprise, fueled by passion and determination. Building on their Granma Marjorie's legacy, the company has grown and evolved. Superb Blend' is more than just a product line; it's a reflection of heritage and innovation. Infused with authentic Bajan flavors and modern creativity, the condiments and gourmet products embody the best of both worlds. From there, they continued to craft exceptional products that capture the essence of their heritage and creativity. As they continue to grow and evolve, they remain committed to delivering the finest quality products that celebrate their heritage and inspire the future.

### Business model

The family business sources high-quality ingredients locally to ensure authenticity and freshness, while employing modern production techniques to maintain consistency and efficiency.

### Relationships

Jay's Enterprises Inc. nurtures strategic partnerships with local farmers and suppliers, built on a foundation of trust, reliability, and collaboration, fostering mutually beneficial partnerships that ensure the quality and consistency of their products. Moreover, it allows the company to maintain control over the supply chain, guarantee premium ingredients, maintain efficient production processes, meet the demands of their customers, and minimize costs.

## PRODUCTS AND MARKET

### Main products

#### Seasonings

Superb Blend Wet Seasonings are perfect for seasoning your meats! We cater to all your specific needs from spicy to non-spicy. A kitchen staple in the islands, excellent for meat, fish and chicken or add to casseroles and stuffings to create an enticing Caribbean flavor to your cooking experience.

#### Pepper Sauces

Superb Blend pepper sauces are versatile and excellent as an appetizer that will add zest and enhance the flavour of all your soups, meat, dips and sandwiches, resulting in an eruption of fiery heat, flavours and aroma.

#### Marinades

Experience the Flavour with Superb Blend Exotic Caribbean Marinades. A blend of Barbadian herbs and spices, they will add excellent taste and flavour to your seafood and meats. They are quick and easy to use, convenient for the busy cook, bursting with tropical flavours and delectable to the taste buds. You

may Grill, Bake, Fry or Stew your pork as desired. Superb Blend Marinades are excellent for flavouring your stews, soups and gravies.

#### Cooking Sauces

Superb Blend soy sauce is perfect for cooking or as a table-top seasoning. This condiment adds a mellow flavour and a rich quality taste to all kinds of foods. For a hint of savoury goodness and a tantalizing mix of sweet, sour and salty flavours, Superb Blend Worcestershire Sauce is just right. Try a splash of Worcestershire in your meat marinades or try adding a splash to your stir-fries. Our browning is ideal for adding a rich colour to soups and gravies.

#### Syrups

Superb Blend carries a wide array of syrups that are perfect for quenching your thirst or for being that perfect flavour to compliment your cocktails. On a hot day reach for a refreshing glass of Superb Blend Mauby to quench your thirst and cool down. Our Ginger and Sorrel syrups will provide a drink with refreshing sweetness.



## Main markets

The enterprise sells on the local, regional, and international market. Their distribution network spans both traditional retail channels and online platforms, providing accessibility to their customers globally.

Farmers and ethnic markets serve as excellent platforms for direct interaction with customers who value locally sourced and artisanal products, while targeting ethnic grocery shops catering to specific cultural communities offers a way to reach customers seeking authentic flavours. Partnering with local specialty food stores and supermarkets allows Jay's to attract consumers who actively seek unique, high-quality condiments and gourmet products. Community events and festivals enhance brand visibility and allow direct engagement with customers. Supplying local hotels, restaurants, and cafés generates revenue and acts as a powerful brand endorsement. Furthermore, utilizing local e-commerce platforms or establishing an online store

tailored to the community enables Jay's to cater to consumers who prioritize the convenience of online shopping.

In markets such as the United States, Canada, and the United Kingdom, where culinary scenes embrace global flavors, Jay's products appeal to food enthusiasts and adventurous consumers. The Caribbean Islands, with their cultural affinity and regional ties, offer a natural demand for high-quality condiments and specialty products.

Expanding into Australia and the European Union provides access to a vast consumer base eager for exotic and artisanal food products, allowing Jay's to showcase its unique offerings. Meanwhile, the Asia-Pacific region and the Middle East, known for their rich culinary traditions and preference for bold flavors, present a receptive audience for Jay's authentic Bajan condiments, further enhancing the company's global presence.

## INNOVATIONS: MILESTONES AND EXPANSION PLANS

Jay's Enterprises Inc. has achieved several key milestones across finance, technology, product development, talent building, and strategic partnerships. The company has sustained consistent year-on-year revenue growth driven by strong domestic demand and successful entry into new export markets such as Canada, the US, and the UK. Expansion efforts have been enabled by development grants and support programs, enabling product diversification and market reach.

On the manufacturing front, the company modernized its production facilities with semi-automated systems that retain artisanal quality, introduced export-friendly packaging, and implemented internationally aligned food safety and traceability protocols. Product-wise, flagship offerings like Spicy Mango Chutney and Zesty Onion Relish have built strong brand loyalty, while new health-conscious lines and seasonal gift packs cater to evolving consumer preferences and new markets.

To support growth, Jay's has invested in workforce development through ongoing training in food safety, packaging, and export processes, as well as internal leadership programs. The business remains committed to preserving traditional Caribbean flavor profiles through skilled artisanal staff.

Digitally, Jay's is preparing to launch a direct-to-consumer e-commerce platform, supported by integrated cloud systems for inventory, order tracking, and customer management. Their online presence has also grown through targeted social media, SEO strategies, and influencer partnerships.

A strategic collaboration with IICA has been pivotal, offering expertise in sustainable agriculture, technological innovation, and capacity building. This partnership has reinforced Jay's commitment to ethical sourcing and long-term sustainability. As the company expands regionally and internationally, these initiatives position it to meet global demand and establish a strong presence in the premium condiments and gourmet foods sector.

## SUCCESS FACTORS AND LESSONS LEARNED

As Jay's Enterprises Inc. continues to scale its flagship brand, Superb Blend, several key success factors have driven its transformation from a beloved local favorite in Barbados to a growing name in the international gourmet market. Central to this journey is a strong commitment to authenticity, with products rooted in Caribbean culinary heritage and made using local ingredients and traditional recipes that appeal to both domestic and diaspora audiences.

Product quality and consistency remain at the core of the brand's identity. Each offering, including the standout Spicy Mango Chutney and Zesty Onion Relish, reflects artisanal care and a dedication to flavor integrity that has earned the trust of consumers and trade partners alike. Strategic partnerships with organizations such as IICA, Caribbean Export, Export Barbados, and FundAccess have played a vital role in building export capacity, improving systems, and

unlocking growth opportunities through technical and financial support.

Innovation and agility have also been crucial. The brand has embraced change by launching health-conscious product variations, updating packaging for global appeal, and adopting digital tools. This flexibility has allowed Superb Blend to stay ahead of food trends and consumer expectations. Market responsiveness, particularly listening to customer feedback has guided flavor development, pricing, and product positioning across diverse markets.

A passionate, skilled team and strong leadership have underpinned this progress. With a culture built on mentorship and continuous training, the company has maintained a clear vision and purpose, even through periods of rapid growth.



Along the way, valuable lessons have shaped the company's strategic direction. Entering export markets underscored the need for meticulous preparation, especially around compliance and logistics. Scaling production highlighted the importance of preserving artisanal quality, leading to selective automation that maintained the brand's handcrafted feel. The company also learned that educating international consumers about Caribbean condiments is essential, requiring a thoughtful approach to branding, packaging, and storytelling. Above all, Jay's Enterprises discovered that

sustainable growth demands patience and disciplined prioritization.

These insights, combined with a track record of improved business practices, expanded capacity, and enhanced market access, all achieved with strong support from IICA, position the company for continued success. Looking forward, Jay's remains committed to community development, responsible growth, and sharing the rich flavors of Caribbean cuisine with the world.



Oistins Fish Festival 2023



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