

CHAMPIONS OF BUSINESS

Hesma Tyson Caribbean Specialty Foods Co. Limited



Caribbean Specialty Foods Co. Limited (Caribbean Specialty) manufactures hot sauces, dips and seasoning without using artificial colours, preservatives or flavours. The company's products are marketed under the registered brand CariBelle Foods. Hesma Tyson always wanted to be her own boss by having her own business. When she decided to become a vegetarian, she was motivated to produce natural products. She wanted to use ingredients that people could pronounce and feel good about giving their family.

Hesma chose 'pepper sauce' as her first product. She found that every jar of pepper sauce on the market contained artificial preservatives and food colouring. Food technologists told Hesma that the only option to increase shelf life was to use artificial preservatives, but Hesma was convinced otherwise. After almost two years of trial and error, Hesma came across a pasteurisation method that allowed her hot sauce to achieve a shelf life of 15 months.

Hesma then decided to introduce dips to the market when she realised that the dips available on local retail shelves were all imported. She also introduced a concentrated seasoning to be used as a marinade. Caribbean Specialty sources all of its ingredients locally to ensure freshness, and because Hesma is committed to supporting local farmers and other agro-processors.

The company, under the CariBelle Foods brand has nine products on the local market – its hot sauce flavours include: Rum Flavoured, Tamarind, Mango, Ooh La La and Celery. The company's dips include: Tamarind and Mango, Lime and Mango, Tomato and Cilantro. The Exotic Seasoning boasts ten herbs. In addition to expanding the company's distribution locally, Hesma's long-term goal is to export regionally and internationally. All of her products are already approved by the USFDA for export to the US market.

Hesma has offered guidance to several fellow entrepreneurs in the food industry. She also recently joined Youth in Business Trinidad and Tobago (YBTT) and is a mentor to young people desirous of starting a business.

The Trinidad and Tobago Chamber of Industry and Commerce (host of the Champions of Business Awards) and EY (Sponsor of the EY Entrepreneur of the Year™ – Emerging Entrepreneur) congratulates Hesma Tyson, Founder/Managing Director, Caribbean Specialty Foods Co. Limited on being selected as a finalist in the category of Emerging Entrepreneur on November 15, 2019.



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