

## CHAMPIONS OF BUSINESS

### Sophia Stone and Stacy Seeterram Caribbean Cure Limited



Caribbean Cure Limited (Caribbean Cure) is a female-owned tea manufacturing company that focuses on loose-leaf teas and promotes health and wellness. Sophia and Stacy started off with herbal supplements, but the long waiting period to secure proper certifications as a health product drove them into another direction. Using the same healing ingredients, they decided to produce a line of loose-leaf tea blends.

Sophia Stone and Stacy Seeterram engaged with herbalists and nutritionists as well as conducted medical research into various ingredients. They wanted to create not only healthy but delicious and functional teas. Most of the ingredients used in their teas are from common West Indian plants, herbs and roots such as: ginger, turmeric, lemongrass and cinnamon. The two were adamant about maintaining the nutritional integrity of their teas. They implemented a slow dehydration process that allows the aromatic properties and colour to remain. No additives or chemical fragrances are used in the company's teas.

Caribbean Cure has five blends of loose-leaf teas on the market. The company's distinct tea tin packaging reflects the unique beauty of the Caribbean. Sophia and Stacy had to teach the local market about the value of loose-leaf tea drinking. Their efforts paid off and today Caribbean Cure may be found in restaurants, a few retail outlets, gourmet stores and online. To gain regional and international exposure, Sophia and Stacy showcased their teas at various trade fairs in the Caribbean and Europe. The connections at these events proved valuable. The company is finalising two co-packing partnerships which would result in the teas being manufactured in Europe and North America with raw materials from the Caribbean. The company recently entered into a joint venture with a company in Japan to launch Caribbean Cure in the Asian market. The teas are available for sale online in Japan as well as in five restaurants, three boutiques and two salons.

In 2018, Sophia and Stacy were selected to present their teas at the SIAL Show – an international food exhibition in Paris. In 2017 and 2018, two of the company's teas were awarded medals at the Global Tea Championships in the United States. As Caribbean Cure expands both locally and globally, Sophia and Stacy will soon be launching new blends which will include tea bags.

Stacy is an advocate for women in business through her involvement with the Women in Export Initiative. Sophia is a director for the National Secondary School Entrepreneurship Competition which offers free entrepreneurship simulation training and mentorship for youth across Trinidad and Tobago. Both are working on developing a support network for female led SMEs in the Caribbean.

*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™ – Start-up Entrepreneur) congratulates Sophia Stone and Stacy Seeterram, Co-Founders, Caribbean Cure Limited on being selected as joint finalists in the category of Start-up Entrepreneur on November 15, 2019.*



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