

# CLIENT SPOTLIGHT

## Brampton Entrepreneur Magdalene Moise makes Healthy and Flavourful Spices



Magdalene Moise - President & CEO  
of Akaya Food & Spices Inc.

This month's client spotlight is Magdalene Moise, President, and CEO of Akaya Food & Spices Inc. They offer healthy, handcrafted foods and spices from a long family tradition of Caribbean and Creole flavours. ***"The first gift my mom gave me when I was allowed to use the kitchen was a little pot. We used to get fresh herbs from the garden. So, I know from experience how to make sure I don't compromise flavours,"*** Magdalene explains.

After immigrating to Canada, one of the ways, she stays connected to her culture is by cooking dishes that taste of home. When looking for the necessary spices, she found that the options available were full of fillers and other unhealthy ingredients. As a registered practical nurse, the spices' negative impact on the health of her family and people in her community was unsettling. Magdalene took it upon herself to make a change by creating Akaya Food & Spices. Her company offers fresh, quality spices that are all-natural, and healthy.



Akaya Food & Spices Inc. logo

## Starting a Business in a Pandemic

Magdalene's first step to building her business was research, research, and more research. ***"I'm very detail-oriented, so I took my time to find and meet suppliers to make sure they can deliver what they promise,"*** Magdalene explains. To make sure her products are healthy and flavourful, she goes the extra mile and gets all her ingredients from local vendors. Magdalene also made sure to get her food-handling certificate, registered her company, and found a commercial kitchen. Things were all coming together; then COVID-19 happened.



In the face of Magdalene's determination, this was only a minor setback. She was able to adapt quickly, and in June 2020, Akaya Foods & Spices launched! Despite the effects of the pandemic on small businesses, Magdalene built a client base by selling to people in her network and harnessing the power of word of mouth. With a desire to provide healthier spices to more people, she came to the Brampton Entrepreneur Centre (BEC) for help. After meeting with one of BEC's business advisors, Daniel Bishun, she had more knowledge and resources to help scale and grow her business. As Magdalene explains, "Daniel gave me lots of information and contacts. He helped a lot!"

## Better Flavours for All

Being led by a passionate, meticulous, and consistent entrepreneur has paid off for Akaya Food & Spices. Their products are now on the shelves in various locations, including retailers in the GTA, Ottawa, and even select stores in one of Montreal's major grocers IGA! On her success, Magdalene says, ***"when you have an idea and you believe in it, sometimes you're still not too sure. But when you get that feedback, there are no words really. It's fantastic!"***



Magdalene has built a business that keeps people coming back for more. Her advice for anyone looking to start their entrepreneurship journey is this - ***“don't let anybody tell you your idea isn't good. You have to go for what you believe in because it's better to try than not to try at all. Go for it!”***

As she looks to the future, Magdalene's definition of success remains focused on getting more people the healthy and flavourful spices they need for delicious dishes. ***“I'm hoping to see my product on the shelf at large retailers like Walmart. When I go into these stores, I don't see enough options in the Caribbean aisle. Not just here in the GTA but across the province. My product is the solution,”*** explains Magdalene.

***To find out more about Akaya Food & Spices head to their website, and follow them on Facebook and Instagram***