

## Brampton Entrepreneurs Salima & Alykhan serve up Flavours of Thailand



The Brampton community is home to many different cultures and as a result, many delicious cuisines. The co-founders of Palette Foods, Salima Neek Gilani and Alykhan Jadavji, distribute Blue Elephant premium Thai food products to the Canadian market.

Salima, is born and raised in Thailand, so she has a connection to the country and its culture that goes beyond a culinary experience. Her passion combined with Alykhan's culinary prowess makes them the perfect team. They are so dedicated to their craft, that they moved back to Thailand for two years to make sure they provide customers with the best products.

In 2018, the Palette Foods duo started selling their all-natural, preservative-free, award winning products. To get their food directly to the consumer, they went to local farmers' markets and the Canadian Grocery Federation Expo. Consumer reception has been fantastic and they have since gained a loyal customer base! From the independent buyer looking for a convenient meal, to families with a love for authentic cuisine, customers are always asking for more of their delicious products. Some favourites include their Thai Curry sauces and Pad Thai/Satay Kits. They have since expanded to online sales and are projected to be over 200,000 by the end of next year.



To receive training and mentorship as their operations grow, Salima and Alykhan took part in the Brampton Entrepreneur Centre's Starter Company Plus Recovery Stream program. When reflecting on their experience they said,

***"Participating in BEC's program was a fantastic experience. During the Covid-19 pandemic it allowed us to refocus our efforts and consider the best options to move our business forward in a positive direction. The support provided by Daniel and team was very beneficial and we are truly grateful for the help provided by the Brampton Entrepreneur Centre."***

Palette Foods is a small business doing big things in Brampton by offering convenience and authenticity in delicious packages. You can buy their products at a variety of stores across Canada and online at [www.blueelephantcanada.com](http://www.blueelephantcanada.com) or [www.amazon.ca](http://www.amazon.ca). Locally they are available at Dolcezza Custom Cakes and Al-Anwar Halal Meats in Brampton. To learn more about their small business story check out this video: <https://www.youtube.com/watch?v=GUfbQSLANHO>