

# **CLIENT SPOTLIGHT**

## **REGGAE KITCHEN INC. BRINGS AUTHENTIC JAMAICAN JERK SAUCES TO CANADA**



Reggae Kitchen Inc. manufactures authentic Jamaican jerk sauces, but there's more to this business than its mouth-watering flavours. Wayne Reid is the owner and operator of Reggae Kitchen Inc., and his journey to success began with his great-great grandmother who invented the one of a kind jerk sauce recipe.

The recipe was shared from generation to generation until Wayne's great grandmother found success selling the recipe at the Boston Jerk Centre – a farmer's market in Port Antonio, Jamaica. When Wayne learned of his family's history with flavours and spices, he was inspired to start his own line of authentic Jamaican sauces. Wayne spent his young adulthood playing with different formulas and quickly became known as the "flavor guy". Twenty years later, Wayne was ready to bottle his first original flavor.

Although sales were satisfactory, Wayne knew he would benefit from some advice and support in order to take his business to the next level. After creating more flavours (Mango, Tamarind, and Masala, among others), Wayne consulted the Brampton Entrepreneur Centre for advice on expanding his business. Equipped with a new business plan and an unlimited arsenal of mentorship, Wayne was ready to grow his business and increase his revenue.

*When asked if he would encourage aspiring entrepreneurs to use the Brampton Entrepreneur Centre Wayne replied, "Yes, definitely! The Brampton Entrepreneur Centre really helped me in all aspects: from understanding what a business plan was, to meeting people who could help me along the way - like grant writers and real estate people"*

Wayne also offered some words of advice for business owners, ***“Never give up. Find [your] dream and pursue it”***. Wayne found his place in the sauces, dressings, and condiments market by providing the flavours and quality customers desired. Now, Wayne is a legend in his own right – Reggae Kitchen Inc. is the only company in the world with five jerk sauces!

Wayne’s sauces are featured in over 30 niche stores in Toronto and Scarborough and customers can also order sauces online at **[www.reggaekitchen.store](http://www.reggaekitchen.store)**

**Click here** to find out how the BEC can help you on your entrepreneurship journey!