

THIRD PLACE WINNERS

Caribay Cuisine



Business Background

Caribay Cuisine is a marketplace and app to export and import Caribbean products globally. It doubles as a platform to show virtual cooking tours to cook and cooking classes. It was founded by Denise and Philip Poitier.

Caribay Cuisine has been a long time in the making. It originated as a project in 2006 when the idea of starting a restaurant inspired Denise. The idea took shape after she met Philip and the two set up Gourmet Lunch Box, which offered customers a three-course gourmet homemade meal delivered to their door. The business also began offering Airbnb experiences to tourists visiting the island, offering Bahamian cooking lessons on the platform. They perfected a core offer, named the 'Bahamian Dozen', consisting of thirteen of the most popular island dishes.

When the pandemic hit, their experiences with Airbnb inspired a global outreach. Understanding their business had to change and evolve, they began offering virtual cooking tours, and immediately discovered that their international customers struggled to find authentic Bahamian ingredients for their recipes.

Challenges



Payment Options

Payment options can represent a challenge to companies on an international journey. Businesses need to accommodate a range of customers worldwide, and Caribay Cuisine also did not want to exclude producers on the outer Caribbean islands.

With this in mind, Denise and Philip have kept things simple, offering payment options through their local bank and **gamey house** options to cater to outer islanders who might not have access to a bank. Caribay Cuisine is also looking into local cryptocurrency payment options to expand its market base and supplier base by becoming as inclusive as possible.



Exporting Goods

Many businesses across the Caribbean run into significant issues when exporting their goods internationally. Some countries in the Caribbean cannot ship to the US, and many producers face prohibitive profit margins when selling through other platforms like Amazon.

Caribay Cuisine allows vendors to interact directly with their customers, ensuring they receive a fair price for their products and helps them to navigate any issues they might have when exporting the produce. The Caribay Cuisine platform cuts the red tape and enables customers to find culturally rich items they might not find anywhere else.

What's next for the business?

Upgrading equipment

The next step for Caribay Cuisine is to upgrade its equipment. Denise and Philip plan to buy a state-of-the-art camera and production laptop to help them create high-quality videos to stream for customers. They will also loan their equipment out to their partners, hosting their own virtual cooking tours.

The duo also intends to invest in digital marketing to target a wider audience and increase their server space to accommodate that growth.

Giving back to the community

Caribay Cuisine has also recently submitted papers to establish the not-for-profit arm of its business. Denise and Philip plan to build relationships with communities in the inner cities of the Bahamas and teach children aged 6-16 how to prepare meals nutritious, healthy, and affordable meals.



Advice from Outland Hurders

- Never quit
- "All gas, no brakes!" Natasha Mayne – Storyteller, coach, motivational speaker, and attorney

Goals – what does success look like in 5 years?

- Elevating Bahamian cuisine and sharing it with the world
- Uplifting other suppliers in the community
- Expanding menu offering with local chef partnerships