



Business Development Strategy

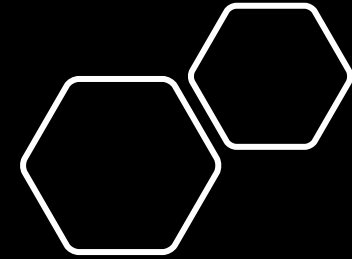


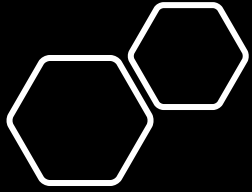
#wakeupandgrind



OUR STORY. OUR ROOTS.

In 1931 Ralph Melizan, a Trinidadian and owner of the Melizan Coffee Estate in Grand Couva, was known for growing some of the best local coffee. He met Jose Perez - a Cuban coffee connoisseur & roast master - who migrated to Trinidad for a better life. Jose Perez taught Ralph the art of coffee roasting starting with dark Cuban roasting profiles. Together they opened Caribbean Roasters, a modest shop on Green Corner in Port of Spain where the smell of their wonderful coffees would have noses from all around the city finding their way to the shop. Jose Perez would hand customers their freshly roasted coffee served in a signature little brown bag, smile, and note a friendly "Ok" after his happy customers would say "thank you". He spoke little to no English, so Ralph and Jose simply called their signature roast **OK COFFEE.**





Caribbean Roasters TODAY

Since 1931 we are a company born through passion for coffee and love of our Caribbean culture. With almost 90 years of experience, Caribbean Roasters is one of the largest coffee companies supporting the retail and wholesale markets in the English-Speaking Caribbean. Rooted in Trinidad & Tobago, we are recognized by the Trinidad & Tobago Manufacturer's Association (TTMA), achieving the 2017 Manufacturer of the Year Award and a second nomination in 2018. Caribbean Roasters is dedicated to providing our customers with quality coffee, tea and chocolates – found across the local T&T and regional wholesale and retail sectors.

Over the last 30 years, Caribbean Roasters expanded its product portfolio in the specialty Caribbean-inspired tea and chocolate segments capitalizing on notable distribution sectors in the Duty Free and Gift outlets from Cruise ship stops, hotel gifts shops, airport and duty-free shopping outlets.

With the support of the EU and Cocoa Alliances goal is to expand our “famous” one-of-a kind Chocolate Rum Ball which made by hand out of our Diego Martin factory, infused with a proprietary 100% Trinidadian Distilled Rum, however currently we are using imported finished chocolate to service the demand.

OUR DISTRIBUTION CHANNEL

- OUR ON-ISLAND RETAIL AND FOOD SERVICE DISTRIBUTOR RELATIONSHIPS EXPAND OVER 10+ ISLANDS (and Growing) WITH OVER 30+ YEARS OF WORKING HISTORY.
- Not pictured *St. Maarten distribution





The Caribbean Rum Ball

Currently distributed in over 10+ Caribbean Islands and a growing e-Commerce re-order base, Caribbean Roaster is passionate about investing and expanding this product alongside, expanding into chocolate covered coffee beans, and other more sophisticated chocolate products. Our products can be found in almost all airport shops, duty free, cruise ship stops, hotel gift shops, retail outlets, grocery store and other expanded channels.



CHALLENGES

- 100% use of local Chocolate is too expensive to meet our market demand and expansion plans
- 100% use of local Chocolate has limited and inconsistent supply to meet our market demand and expansion plans
- Obtaining equipment cash-out-of-pocket for expansion can be costly
- Banking process can take a lot of time with potential personal-guarantee requests

OUR PLAN

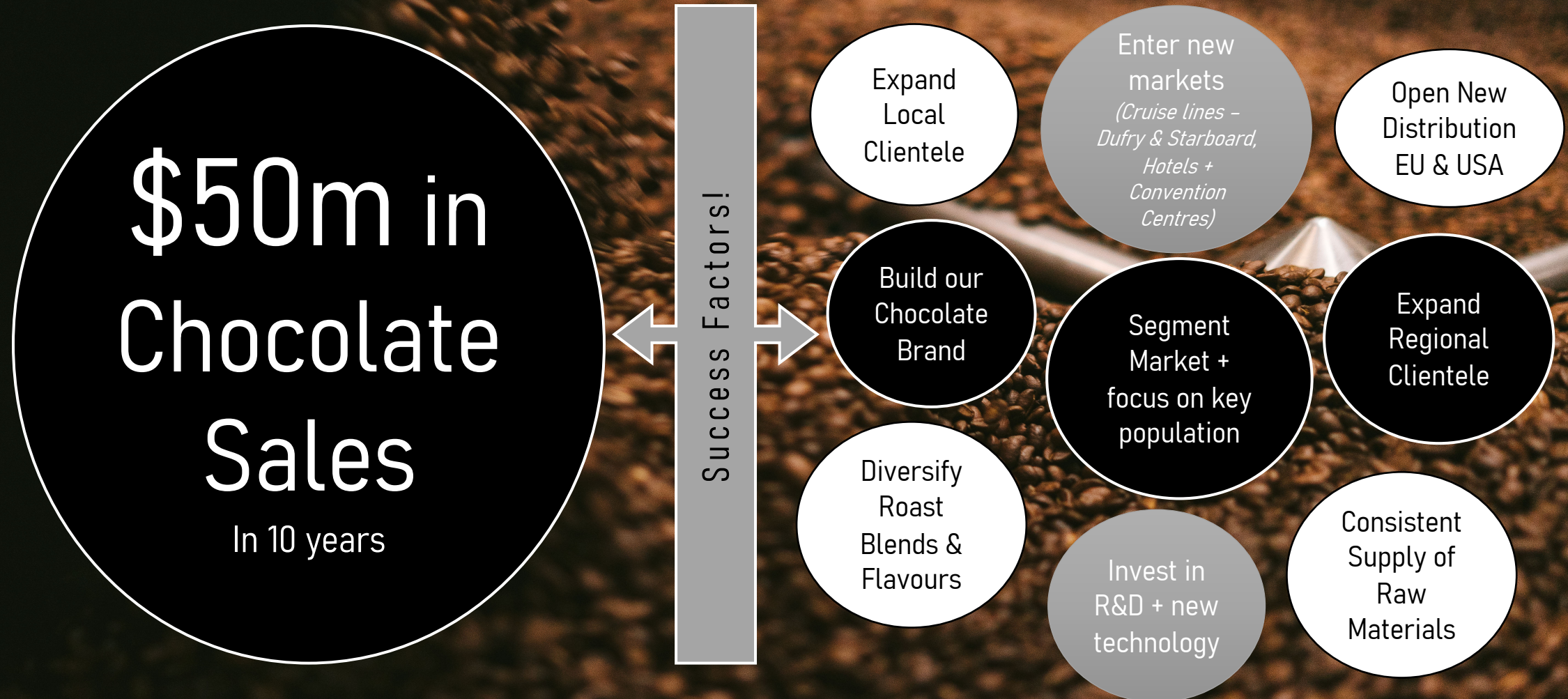
- Purchase or obtain via grant new chocolate equipment to expand into NEW higher quality chocolate products and raw material using BOTH local chocolate and imported. RELIABILITY and MEETING DEMAND WITH ALSO CONSIDERING PRICE SENSITIVITY IS THE MAIN OBJECTIVE FOR CARIBBEAN ROASTERS.
- Improve the chocolate quality of our EXISTING Rum Balls via better equipment and better raw material (i.e. chocolate).
- Hire Trinidadian-based chocolate culinary talent to run the confections division.
- Expand into Chocolate-covered coffee beans which ALL of our distribution is ready and awaiting the implementation of this product both locally and regionally.
- Expand market-share into the USA and EU with all of our product lines, especially our chocolate products with the uniqueness of using Trinidad rum and in-part Trinidadian and other chocolate raw material.
- AND... ANNOUNCING....



NEW
PRODUCT
DEVELOPMENT

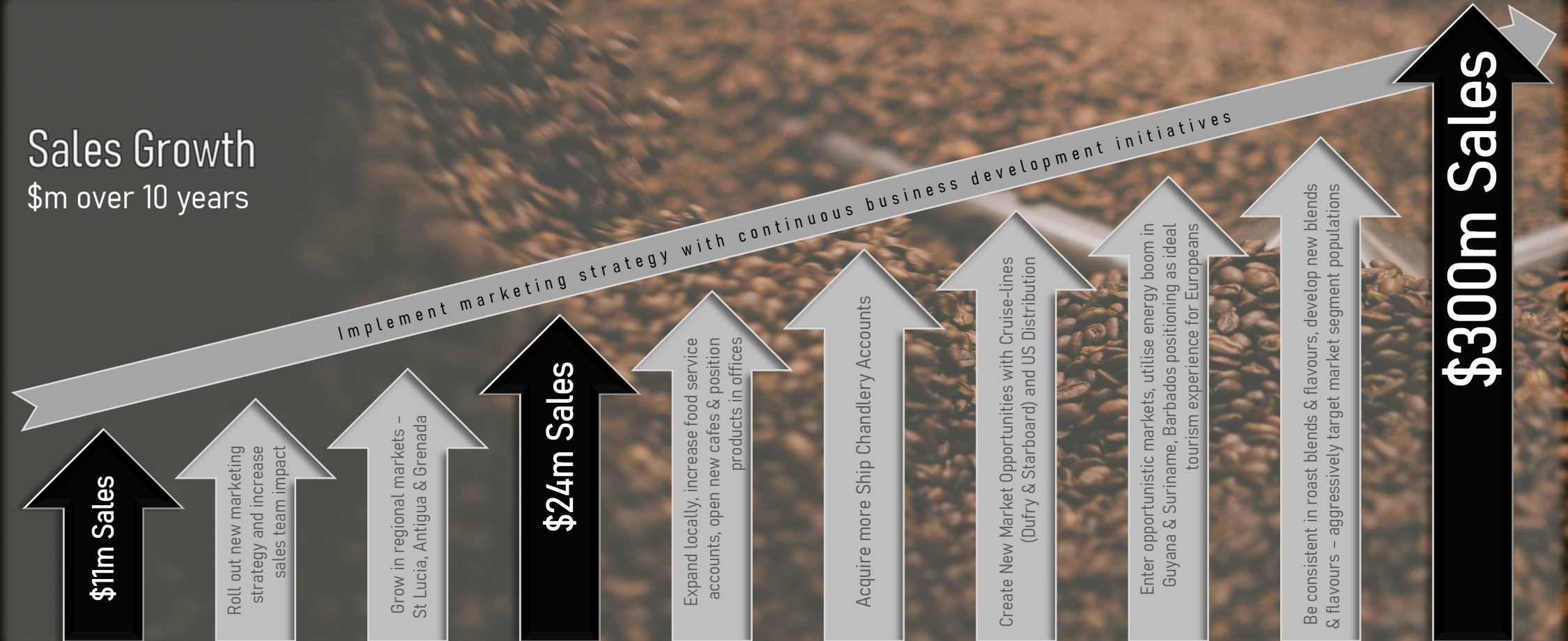
CURRENT SALES RUM BALLS \$1,000,000 TTD/year (before Covid)

CURRENT GOAL WITH INVESTMENT AND MOVING OUT OF COVID RECOVERY AND BACK TO INNOVATION/BUSINESS AS USUAL:



Our Path

Sales Growth
\$m over 10 years



Our Values

Integrity

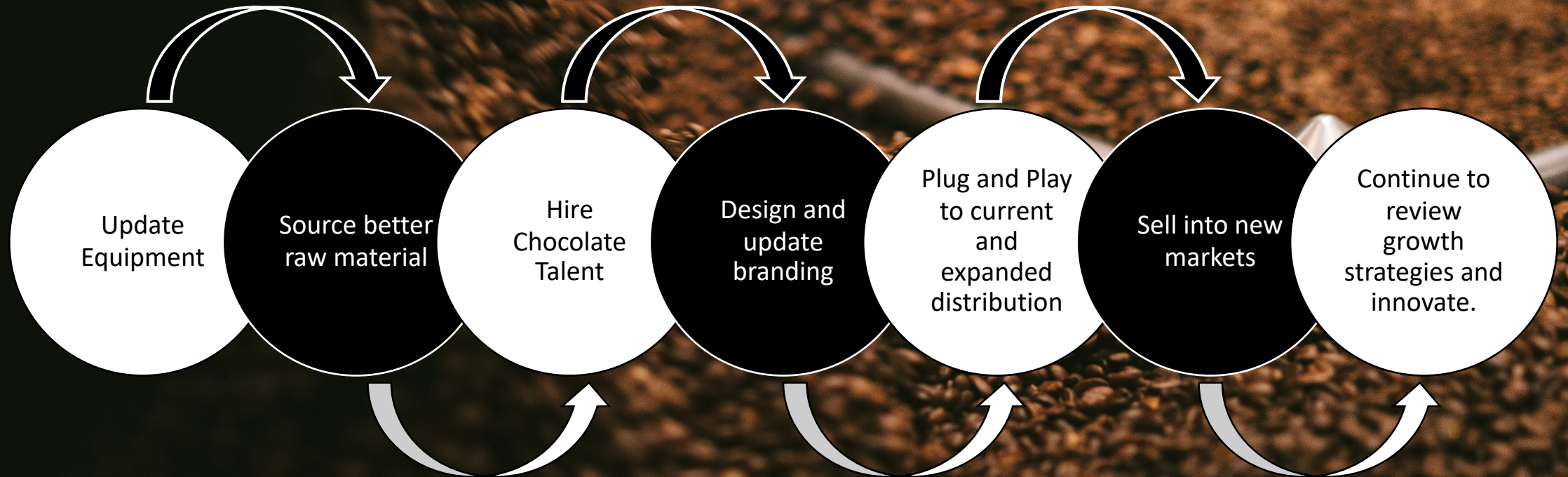
Progress

Compassion

Commitment

Excellence

Help us get there



Thank you!



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