



# First Garifuna Food Expo in New York

## *Celebrating one year of importing Garifuna food*

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### **Contacts:**

Escolástico Arzu  
[newhorizonclub@yahoo.com](mailto:newhorizonclub@yahoo.com)

(347) 291-4875  
[www.newhorizoninvestclub.com](http://www.newhorizoninvestclub.com)

**Bronx, New York** - New Horizon Investment Club is happy to celebrate the first anniversary of the establishment of a formal distribution channel for importation of the O'Big Mama cassava. To celebrate this milestone, as part of the Garifuna Heritage Month in New York, New Horizon has scheduled a Garifuna Food Expo on Sunday, March 15<sup>th</sup> from 2:00 PM to 8:00 PM, at the Claremont Neighborhood Center, Inc. 489 East 169<sup>th</sup> Street (Between 3<sup>rd</sup> and Washington Avenue), where visitors will be able to taste traditional Garifuna foods, like cassava, darasa, bounu, hiyu and many more, while sharing with family and friends.

O'Big Mama cassava is produced by approximately 300 Garifuna micro entrepreneur women in 15 Garifuna communities in Honduras; whose average monthly family income is US\$120. The commercialization of the product is managed by Wabagari Distribution a company dedicated to the promotion of the Garifuna culture with the goal of reaching the Garifuna and Latino population in the United States. The company's name means "Our Life" in the Garifuna language; therefore, it developed a slogan that describes Garifuna life as: Color, texture and flavor!

New Horizon Investment Club serves as the commercial link between the Garifuna producers and mainstream markets in the United States. It has conducted market research on Central American communities to determine which products are most in demand and will connect this expertise with home country businesses. A distribution channel is defined as the path along which goods move from producers or manufacturers to ultimate consumers.

According to a report, "The New York City food market is unique in the country, as the high population density supports a fragmented retail market of small- and medium-sized grocery stores. Compared to the national food industry where large firms dominate the production and distribution channels, the food industry in New York City is primarily made up of small businesses with strong local ties. The New York City metropolitan region has one of the largest food distribution networks in the world. Due to the incredible size of the food market in the city, the demand for specialized, quality food, and the sheer number of food outlets—more than 13,900 restaurants and 7,400 stores there are many opportunities for smaller entrepreneurs to break in at many different levels."

Our objective is to establish ourselves as the premier a distributors of Garifuna and plan to expand the Garifuna Food Expo to a larger venue in order to participate in New York City's unique food market. said Wilfredo Moreira, General manager.

### **About New Horizon Investment Club and Wabagari Distribution**

New Horizon Investment was founded in 2000 by members of the Honduran Central American community of New York. Its main objective is to pool its members "capital, talent and organizational ability, to plan means and ways to use their financial resources, including remittances in an efficient manner for the collective good and for a better future".



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**Producto Garifuna de Wabagari Distribution**  
 El Porvenir, Atlántida,  
 Honduras, C.A.  
 (504) 9995 8509  
 C-Electrónico:  
 casabehonduras@yahoo.com  
**RS No. 0-002 0100-12-2004**  
 Ingredientes: Yuca, margarina, ajo  
 Ingredients: Yucca, margarine and garlic  
 Fecha Elab./Date:  
 Fecha Venc./Exp:

