
Jamaicans Shortlisted For World Food Awards

Three Jamaican-born entrepreneurs in the United Kingdom (UK) have been nominated in four categories for this year's World Food Awards.

Levi Roots is a double nominee for his 'Reggae Reggae Chilled Caribbean Ready Meals'. The product was nominated in the Best New Product and the Best Packaging categories.

Managing Director of Cleone Foods, manufacturer of Island Delight Patties, Wade Chen is nominated in the Entrepreneur of the Year category, while the Chef Colin Brown Restaurant is nominated for the Restaurant of the Year award. The second annual World Foods Awards ceremony is set for Saturday, October 23 at London's prestigious Park Lane Hilton. Last year, Levi Roots' Reggae Reggae Jerk Sauce won the Best New Product award. The national awards ceremony, started in 2009 by the World Food Association (WFA), seeks to recognise the best operators in the world food sector in the UK and the wider Europe. Ethnic food has been identified as an important and emerging sector in the UK and the event provides an annual focal point to highlight the valuable contribution of this rapidly growing sector. The World Foods Association (WFA) is the trade body, which represents the interests of UK companies operating in the ethnic food service markets and includes Asian, Oriental, Afro-Caribbean, East-European, Middle Eastern and Mediterranean products. Members of the WFA include retailers, wholesalers, food service, manufacturers, importers, and consultants. The world food market is estimated at £9 billion.