

'Reggae Reggae Sauce' Wins International Food Award

Jamaican-born Levi Roots' 'Reggae Reggae Jerk Sauce' won the Best New Product award at the inaugural World Food Awards held recently in London.

The 'Reggae Reggae Jerk Sauce' along with another Jamaican product, Caribbean Food Delights' patties, were shortlisted in the category.

European Regional Manager, for Jamaica Trade and Invest, Mr. Laurence Jones, said the success of the Reggae Reggae sauce brand had a positive impact on other Jamaican food brands.

"The success...has served to raise the profile and increase the awareness of the quality and variety of tradition and new Jamaican and Caribbean products within the main stream British and European Markets," Mr. Jones said.

The Levi Roots brand found fame in January 2007 when Roots, a chef, extolled the virtues of the sauce, which is a secret blend of herbs and spices passed on to him by his Jamaican grandmother, on the BBC Dragon's Den Programme.

He received the backing of entrepreneurs, Mr. Peter Jones and Mr. Richard Farleigh, which led to the commercial launch of the sauce.

The sauce is now stocked by all major retailers and has been extended to a range of new flavours and products.

Roots is now the author of two Jamaican/Caribbean cookbooks, and recently hosted a six-part programme on Jamaican and Caribbean food on the BBC.