



OECS Secretariat, Castries St. Lucia November 2nd, 2009: The OECS/Export Development Unit is sharing in the latest achievement of one of its beneficiaries, Susie's Hot Sauce. Rosemarie McMaster, the lady behind Susie's Hot Sauce was recently presented the MBE Award by Her Majesty Queen Elizabeth II for her contribution to Industry and Commerce as well as humanitarian work in Antigua & Barbuda. McMaster recently accepted her award at Buckingham Palace.

Debra Blackman, Business Development officer at the OECS Export Development Unit OECS EDU says McMaster, who regularly promotes manufacturing in the OECS, is utilizing her award acceptance visit to London to conduct market research activities in the United Kingdom, Germany and Switzerland: "We are not surprised, because she is a lady with a lot of drive and she lives and breathes her business. She looks at every opportunity to expand. In fact she does not only think of her business; she thinks about business in the OECS and any opportunity she gets, she plugs it that way"



The OECS/Export Development Unit, a developmental partner with Susie's Original Hot Sauce from inception, is providing technical support towards the McMaster's marketing research mission in Europe, through its European Union funded 9th EDF Programme: "This is a success story for the EDU in that Rosemary McMaster started out in her kitchen with an idea of one pepper sauce and she has expanded it into a line of some fifteen different types. She has also branched into snacks and other ventures from her pepper sauce business. So it speaks to the way we have dealt with our companies and the potential that an idea can be developed into an enterprise and a successful one at that."

The OECS EDU, which also plays an advocacy role for Member Governments and Public Sector agencies, says McMaster's recent achievement demonstrates the commendable value of the companies they serve regardless of their size: "This speaks volumes because it means that your size does not determine how far you reach and how far your products can reach throughout the world." McMaster's product has caught the interest of investors from Europe, North America, and Puerto Rico, offering to purchase or partner with the company. Earlier this year Susie's Hot Sauce was the subject of a German documentary which was aired extensively in Europe. In 2009 Susie's Hot Sauce, which is uniquely fruit based, won the Golden Chile Award for her Tamarind Tango and the Scovie Award for Best Fruit Sauce. Other accolades include the 2004 Golden Chile Award of "Best International Hot Sauce", and Mango Mandingo, the 2005 Golden Chile Award for "Best Fruit Sauce"!



The OECS EDU adds that the German Consulate has contacted another OECS EDU partner company, ERICA's Country Style, makers of jams jellies, sauces and snacks in St. Vincent and the Grenadines: "The OECSEDU has always sought to play a mentoring role for its companies and we are proud that we are able to work with them very intimately; sought of a hand holding approach. This says to us that the approach we have taken is working and getting the desired results."- Blackman. The mission of the OECS EDU is to act as the primary sub-regional

institution of the OECS Member States for the development, promotion and expansion of exports through the mobilization of technical and financial support for agribusiness, services, and the manufacturing private sector.