



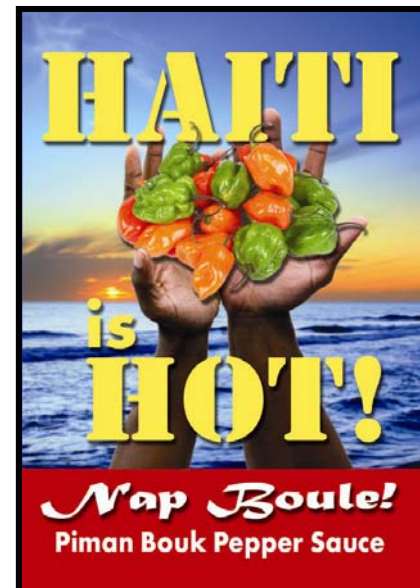
Additional information:  
Shiroma Southwest  
800-382-3059 or 972-732-6100  
[pat@shiromasouthwest.com](mailto:pat@shiromasouthwest.com)

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**HAITI IS HOT!**  
**BEL SOLEY INTRODUCES PEPPER-BASED ECONOMIC  
DEVELOPMENT PROGRAM**  
**“REBUILDING HAITI ONE PEPPER AT A TIME!”**

[Bel Soley](#), a food company led by a group of Haitian-Americans, launches *HAITI IS HOT!* pepper sauce at the [National Fiery Foods & Barbecue Show](#) March 5-7 in Albuquerque, NM.

Called Nap Boule! or “we are on fire!” in Creole, the sauce is made from a traditional Haitian recipe that combines the unique flavors of the piman bouk pepper with Haitian papaya. Peppers and other agricultural products are grown as part of a sustainable enterprise providing income to Haitian farm families.



**The Bel Soley program provides much-needed economic development to the impoverished and earthquake-ravaged country.**

“The Haitian farmers who grow organic produce for the program no longer rely on charity but participate in a basic, sustainable economic development program,” said [Haitian-American Jean-Patrick Lucien, Bel Soley founder and Chief Executive Officer](#). “This enables hundreds of small farmers, families and entrepreneurs with the opportunity to participate in a financially successful export market. Previously the only market for the peppers has been local produce markets and street vendors,” Lucien adds.

Bel Soley agronomists run nurseries that distribute “starter” pepper plants to ¼ - ½ acre family owned farms. The agronomists visit the farms to provide training plus

monitor water quality, crop rotation and other production methods as well as manage quality control. Stressing that the program is not a charity, Lucien says Bel Soley and the farmers participate in both the financial risks and rewards of bringing agricultural products to the export market. “It’s one step beyond ‘teaching a person how to fish’ – we’re fishing right alongside them,” says Lucien.

Besides introducing the new pepper sauce at the Fiery Foods Show, the company will visit with packing experts as well as purchase production line equipment for a plant in Haiti, according to [Brian Hays, Bel Soley founder and EVP.](#) Distribution channel development is also a high priority. “At the show we will work to secure relationships with wholesalers, distributors, catalogers and other U.S. and worldwide buyers for the sauce as well as our whole fresh peppers and pepper mash,” says Hays.

Dave DeWitt, producer of the show comments, “The hot and fiery foods industry is rallying to help this small Haitian company enter the market by providing supplies, advice and support.”

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