



Jollof Rice

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[www.shebafoods.com](http://www.shebafoods.com)

Just think, Ready-to-eat Authentic African Food retailing in a major supermarket? How often do you see authentic African Food retailing in a major supermarket? Sheba Foods has now made this a reality. **SHEBA FOODS IS THE FIRST AND ONLY MANUFACTURER OF FRESH FROZEN READY TO EAT AFRICAN CUISINE.** This is unprecedented!

I am Kunmi Oluleye, President of Sheba Foods, a Woman Business Enterprises (WBE certified) company. Sheba Foods' **ALL NATURAL AND HAVE NO PRESERVATIVES** are processed in a USDA Plant in Georgia.

We started with 5 Ingles Supermarkets in November 2003, then debuted in 29 Wal-Mart Supercenters Frozen section, then approved for 45 Wal-Mart Deli featuring our signature Jollof rice. The rest is history. The plan was to start with West African food items, now we are gradually adding other African cuisines through the **Flavors of Africa Food Tradeshow**. There will be sequential in-store rollout to every state in the union by Summer of 2010.

### MY GOAL

- ⑥ To bridge the gap between Africans and African-Americans through food, showing our numerous similarities.
- ⑥ To educate all about the healthiness of African food.
- ⑥ To open untapped African markets to the Western World, thereby bringing economic stability to African countries.
- ⑥ To make Sheba Foods the most profitable, efficiently run and influential brand of quality African products' company in the World!

Sheba Foods is a potential public entity. Please visit <http://www.shebafoods.com> for more product info. Please feel free to call me at 770-982-1000 or email [kunmi@shebafoods.com](mailto:kunmi@shebafoods.com) with any questions.

Sincerely,  
Kunmi Oluleye

# Exotic Taste Line - Royal Taste With No Substitute!

## JOLLOF RICE

A traditional African dish that combines rice and tangy spices.



## SHEBA STEW

This exotic stew gives a base allowing you to create a unique taste just for you. Protein suggestions: Lamb, Fish, Shrimp, Chicken or Tofu.



## MELON GOURMET

A West African Favorite fondly known as Egusi. An exceptionally rich vegetable medley.

**Excellent with Sheba Stew.**



## JUTE SOUP (A VARIATION OF MOLOKHIA)

A West African favorite, variation of Molokhia, a traditional dish in Egypt and Sudan. Some people believe it originated among Egyptians during the time of the Pharaohs. Others believe that ancient Jews first prepared it. Molokhia is a moist & sticky, nutritious soup. **210% Vitamin A 110% Vitamin C.**



## OKRA SOUP

An all time favorite.  
Great with Sheba Stew.

62 Saturday, Feb. 7, 2004 / The Atlanta Journal-Constitution



## Sheba Foods debuts at Ingles

Stone Mountain-based Sheba Foods has found its way into Ingles supermarkets.

Owner Kunmi Oluleye has launched her frozen-food business inside five Ingles stores.

Her gourmet items are recipes from her native Nigeria.

Ingles is Oluleye's first big grocery customer, but she said she is talking to Publix, Kroger and Wal-Mart Supercenters.

Stores that carry her items — Jollof rice, Melon Gourmet, Sheba Stew, and okra and jute soup — include Ingles on Rockbridge Road and Annistown Road in Stone Mountain, Wesley Chapel Road in Decatur, Old National Highway in Fairburn and Powder Springs Road in Marietta.

Sheba Foods makes its products at a facility in Dallas, Ga., and Ingles helped determine the right sizes for freezer cases.

"I haven't spent money on marketing," Oluleye said. "But for me sales are going wonderfully."

## SHEBA FOODS EDUCATIONAL TOOLS

We have a commitment in not only educating through food, but also in documenting our process so other minorities can be successful in their effort of economic empowerment.

At last, a Wal-Mart supplier speaks! How many Wal-Mart suppliers feel intimidated and therefore keep silent? If you want insight on a supplier's struggle or thinking of selling products to Wal-Mart, get this book. Lots of twists and turns on this Wal-Mart journey. Read about the challenging two and a half year journey of a minority company selling ethnic food to Wal-Mart.

Book available on [www.amazon.com](http://www.amazon.com).

Website: [www.lifewithwalmart.com](http://www.lifewithwalmart.com)

\$19.95

Exotic African Cuisines made simple by Kunmi Oluleye. This is the first of 17 DVD series featuring mouth-watering recipes. DVD focuses on Kenya, Nigeria and South Africa.

This DVD is entertaining as well as educative. There are trivia questions to reveal the African country's cuisine to be prepared. Kunmi takes you shopping for ingredients at various locations, prior to cooking in the kitchen. Get Step-by-Step cooking instructions and Nutrition information on various Foods.

Details on [www.flavorsofafrica.com/cookingdvd.asp](http://www.flavorsofafrica.com/cookingdvd.asp)

Trailer at [www.africandinnerandamovie.com/flavorstrailer.wmv](http://www.africandinnerandamovie.com/flavorstrailer.wmv)

\$19.95

An intriguing story of how an African woman chased the American dream, crossing various barriers: cultural, race, gender, faith and issues of being a small business. An easy to follow, strongly recommended guide on issues in getting one's food or product to market. Come along on the author's journey on getting her ethnic cuisines into major supermarkets and other retailers. This book that tells all. It shows pitfalls and offers help at potential crossroads. The book is full of illustrations, questions to guide your thoughts and decision. This well written guide is a must for anyone who has a product that should be sold to the public.

Book available on [www.amazon.com](http://www.amazon.com).

\$19.95

