

Food Items - Week 4

COUNTDOWN TO THE OBSERVER FOOD AWARDS 2013...

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Read more: http://www.jamaicaobserver.com/magazines/food/New-Food-Items---Week-4_14130784#ixzz2RVBck9If



Finn Dalton-Brown, on his way home from school, polished off the Black Cherry DeJaFruit All Natural Sorbet, and then went straight on to have the Mango!



But why shouldn't we expect items produced in Jamaica to be of star quality?

What better example to back this up than DeJaFruit All Natural Sorbets, which come in Black Cherry, Sorrel, Mango, Pineapple, Coconut and Key Lime? Conceptualised and owned by the Wilson twins, Marie and Maria, and their younger brother Chris, DeJaFruit was born out of a love for Italian Ice. "We grew up in the Bronx eating granita," Chris Wilson revealed a few weeks ago to Thursday Life, "but it was about three years ago, while my sisters were enjoying some, when they began thinking about Jamaica and bag juice." Of Jamaican parentage, the three siblings have been coming to Jamaica every year since the seventies, and treat the island as their second home. "My sisters thought it would be a great idea to have something like these Italian Ices in Jamaica," Wilson went on, "so they approached me with the idea. I thought it was brilliant, so they looked into it."

Wilson and his sisters did a tremendous amount of research and development. Determined to avoid using any artificial ingredients, preservatives, additives, or high fructose corn syrup, but to rely solely on natural fruit sourced in Jamaica — sweetened with cane juice if needed — they decided they would have to make it themselves. And so, under the name of Island Icee, the Wilsons, who stagger their time in Jamaica to ensure that one of them is always here, started making these sorbets in Montego Bay last year July, but then rebranded them to DeJaFruit in December, and haven't looked back since.

Available in single-serving paper tubes, with an aluminum foil lid heat-sealed onto each, the product has a six-month freezer life. Wilson explained to Thursday Life that at the moment they are only distributing to beach bars in Montego Bay, like Doctor's Cave and Cornwall Beach. "That being said," he continued, "if an individual makes an order via e-mail (chris@dejafruit.com) of a dozen or more of the sorbets, we will endeavour to have them delivered anywhere on the island. We also hope to expand into Kingston within three to six months, and we shall be expanding to the grocery stores and we are coming out with a pint-size pot."

What sets this ice-lolly-looking treat apart from the rest of its kind? "We use only fresh Jamaican fruit, no concentrates, we brew the sorrel 'tea' ourselves, and we make the sorbets in small batches to ensure quality," Chris Wilson boasted. Indeed, these sorbets are far from being ice lollies. They have the exact consistency and flavour of a sorbet you'd make in your own home.