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**THE TASTE OF AFRICA  
IN YOUR HOME**

**CAPABILITY STATEMENT**

**NAICS CODE** | 311941  
311942

***MISSION:** SIIKA FOODS seeks to provide African immigrants who miss their mamas' home-cooked meals with accessible, African foods, and groceries and specialty stores across North America.*

**Our Products**

**Shelf life: 2 years / 12 units per case / Park size: 17 fl oz x 12 jars / case weight 9.05 lbs**

**MADE IN CANADA / Case Size: Width x Height x Depth - 25.4 cm x 15.24 cm x 17.78 cm / Unit Size: 17 fl oz**



The key to this base sauce is its versatility. It will bring out the best in stews, grilled meats, seafood, poultry, pork.



Based on our signature sauce, unleash the heat with this spicy infusion, your passport to vibrant, tongue-tingling flavors!



Watching your waistline? Enjoy our low-calorie, full-flavor African-inspired sauce with tomatoes, onions, peppers, and garlic



Healthy food doesn't have to be flavourless! Take your tastebuds abroad with our spicy fusion.

**Culture Heritage**

**ABOUT US:** SIIKA FOODS is a Canadian, woman-owned corporation with Ugandan roots. In 2021, Founder & CEO Sarah Sekalala, established Siika Foods to relentlessly pursue the flavors, ingredients, and products that provide African immigrants abroad with a "just like home" culinary experience. As an immigrant herself, Sarah recognized the gap in the market for authentic African flavors and sought to create a brand that would bring the taste of Africa to kitchens around the world.

**Convenient & Customizable**

**Our sauces** are jarred in ready-to-go format and designed to simplify the busy families' cooking processes. Carefully formulated, our sauces contain signature African tastes without the heavy spices. This makes for more inclusive product lines that allows customers to customize their cooking with their own added herbs and spices.

**Sustainable Innovation**

We partner with local farmers, co-packers, and logistics providers to create high-quality, sustainable food products that showcase Africa's rich flavors and culinary traditions. Our mission is to bring authentic, affordable African cuisine to global markets through innovative collaborations and efficient delivery systems.



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**SPICE ♦ SIMMER ♦ SAVOUR**

# THE TASTE OF AFRICA IN YOUR HOME

## THE OPPORTUNITY

Consumers are embracing global foods, with the ethnic foods market projected to reach \$98 billion by 2028, growing at 10.33% annually.

## FACTS

56% of consumers say grocery stores without internationally inspired foods are outdated, and 45% are more likely to shop at stores offering them.

## DIFFERENTIATORS

- Minority **WOMEN OWNED** business, certified by WEConnect International.
- Direct farm-to-table sourcing.
- Artisan-crafted with premium Canadian ingredients.
- Customizable spice blends.
- Gluten-free, vegan, and additive-free options
- Health-conscious: gluten-free, vegan, and additive-free.
- Celebrating African culinary heritage.
- Serving wholesale, retail, and consumer markets.

## CORE COMPETENCIES

- Scalable & Innovative.
- Dependable, high quality supply.
- Strong supplier partnerships.
- Wholesale, bulk, retail, and private label capabilities.



## Let Siika Foods diversify your product range

### Our sauces create meals in minutes

*Simply add the sauce to your choice of protein, carbohydrate, or vegetables, and the meal is complete! I want to give other busy families the same convenience I had, without compromising on taste, quality or nutrition.” Sarah Sekalala*

*“For people like us, from other countries, familiar food is comforting. It feels like you’re in your own home country. Your mom is cooking, your brothers and sisters are there, and your father is there.”*

*Okello Uganda*



**Sarah Sekalala, CEO**  
African Cuisine Specialist

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