

## Goan traditional cuisines and spices to enter UK market

Hospitality, culture, and cuisine are the pillars that make Goa renowned globally, and these elements are reflected in its thriving tourism sector. Goa is increasingly being projected as a must-visit destination for both international and domestic tourists. While the scenic beauty of Goa's beaches is world-renowned, the traditional Goan cuisine, complemented by unique Goan spices, remains among the state's underappreciated gems.

However, with a widespread and well-settled Goan diaspora across the globe, as well as non-Goan food enthusiasts, there has been a strong surge in demand for these special and authentic Goan spices from around the world. While some companies are willing and capable of catering to the growing global demand for ready-to-cook Goan cuisine and authentic Goan spices and pickles, the lack of business networks makes it more challenging for these companies to enter foreign markets.

Taking this into consideration, World Trade Center Goa facilitated a one-on-one buyer-seller meet between Mr. Remedios Baretto and Julyn Enterprises. Mr. Baretto, a UK businessman of Goan origin, and Julyn Enterprises, a local Goan business dealing in the ready-to-cook food segment, discussed potential collaboration. Julyn Enterprises offers a wide range of ready-to-cook products, including masalas, pickles, and spices.

During the meeting, both parties explored ways to collaborate and expand the presence of Goan cuisine in the UK market and eventually other European markets. Mr. Baretto was optimistic about establishing a strong market presence for Julyn's products in the UK.

**The meeting was held on 29<sup>th</sup> April 2024, at Margao.**



Mr Remedios Baretto, Mr Cyril Desouza, Mr Agnelo Periera and Mr J Pereira