

Distribution deal for gourmet goods

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Motibhai Group of Companies directors with FRIEND board of directors at Walu Bay in Suva yesterday. Picture: ROPATE VALEMEI

A non-government organisation producing and promoting local goods for sustainable livelihoods has inked another deal with a high-end wholesaler and distributor.

Foundation for Rural Integrated Enterprises & Development (FRIEND) and Motibhai Group of Companies cemented the deal at Walu Bay in Suva yesterday.

The 10-year partnership has been sealed with a distribution agreement. The agreement of distributorship by Motibhai complements its understanding of the nature of FRIEND products and its markets with its strong and long history of dealing with quality gourmet products.

The partnership will allow FRIEND to work in communities as Motibhai helps extend markets for local gourmet products and strong market presence which means a steady market for local farmers for a sustainable income.

FRIEND founder and director Sashi Kiran said the deal would assist local farmers and rural women of the FRIEND's Fiji Style range of delicacies made from traditional recipes as they now sit with other prestigious brands associated with Motibhai Group.

Distributions of about six to seven ranges of products in five to six varieties started yesterday.

Motibhai Group Marketing and Business Development manager Abraham Gomes said with the new arrangement with FRIEND, it was now committed to further strengthening the mutual business relationship.

"We have been associated with FRIEND Fiji Style range of products from their humble beginning and we have always recognised the good work they have been doing amongst the less fortunate," he said.