

Fresh and natural taste - Fiji Times Online

Motibhai Group

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FOUNDATION for Rural Integrated Enterprises & Development commonly known as FRIEND produces a range of local food items which has taken the market by storm.

Renowned for its holistic approach and community involvement, Friend's Fiji Style products are processed and packaged in a state-of-the-art facility at Tuvu, a few kilometres outside Lautoka City.

Their range of mouth-watering chutneys, kuchla and jams have been on high demand over the past years.

"Our chutney, jams and spices are prepared by women using traditional recipes that in turn provides markets for rural dwellers for their crops," FRIEND founder and director Sashi Kiran informed.

"Many of the fruits grow organically around the islands and farmers are trained in good practices of management, harvesting and post-harvest handling.

"We use traditional recipes with a Fijian twist capturing the taste sensation which is uniquely Fijian," Ms Kiran adds.

"Our pure fruit jams are also a treat for the tastebuds. Friend's Fiji Style jams are prepared using real fruits and are free from any artificial additives or preservatives.

"Real fruit pieces are blended and cooked using traditional recipes trialed and tested over generations."

She said the jams were cooked in batches by potfuls to maintain the homemade taste and each jar was packed by hand as opposed to machine packing in larger production outfits.

"The range includes jams made from locally abundant fruits like mango, pawpaw, pineapple, guava and marmalade," Ms Kiran adds.

"The purchase of raw fruits from farms provides incomes for smaller farms and households who receive market prices for their goods."

Meanwhile, FRIEND has also introduced a range of local herbal teas with a promise of health and taste for the discerning tea drinkers in flavours of lemon grass, cinnamon, star-apple, rosella, layalaya tea with cinnamon, tulsi and yaqona.

"We work with skills and resources of our local communities to develop products that can provide sustainable sources of incomes for families," Sashi said.

Friend's Fiji Style products are distributed by the Motibhai Group, bringing quality products for you and your family.

About Friend's Fiji Style:

Friend's Fiji Style products are an initiative of Foundation for Rural Integrated Enterprises & Development, (FRIEND) a development NGO working with rural and marginalised communities for social and economic empowerment. The foundation was formed in 2001 and since has introduced a number of products including jams, pickles and chutneys, dried fruits, gluten-free flour and spices into the market.