

5 HIGHLIGHTS OF A JAMAICAN MADE CHRISTMAS 5TH YEAR

A Jamaican Made Christmas hosted by National Bakery marked its 5 year anniversary at the AC Hotel Kingston from November 30 to December 1, 2019. The exhibition provided a platform for small and medium local businesses and artisans to showcase their products. Here are 5 highlights from this year's staging:



1. Social Enterprises- The exhibition brought several social enterprises all under one roof including Deaf Can Coffee, Trench Town Ceramics, Mustard Seed Communities, Alpha Boys School and Ila's Lemonade. These are cause-driven businesses whose primary reason for being is to improve social objectives and serve the common good. Members of the communities are employed by these businesses, developing their skills and proceeds from sales go towards community development.



2. New Food Court- Shopping and delicious food are definitely a winning combo. A Jamaican Made Christmas has grown over the years and this year had a new element- the 'CB Foods' food court. Hungry shoppers refuelled after hitting the aisles with jerk chicken chilaquiles, Bad Dawg sausages, pepper-pot soup and the Christmas inspired sweet ham quesadillas.



3.A Family Affair- A Jamaican Made Christmas was more than two-day shopping experience. Friends, family and parents pushing strollers through the aisles made the event a family and social affair. After all, shopping is always more fun when you have someone to walk the aisles with and share opinions on which item to purchase. “Do you like this?” and “Come have a look at something I saw,” were heard repeatedly over the two days.



4. Growth of small businesses and creatives- This year there was an increase in exhibitors with 70% showcasing for the first time. The creative and small business industry has seen growth as more Jamaicans are willing to buy local and support our own. This was clearly evident with the brim-filled recyclable National shopping bags with local food, art, decor, clothing, jewellery and lifestyle items.



5. Good Vibes- If the high spirits, positive vibes and festive decor at A Jamaican Made Christmas are any indication of the rest of the holiday season then it will surely be a merry one. This is the time of the year when people get closer, love gets deeper and gifts are the most precious. Laughter, smiles, warmth and hugs from patrons filled the room as the exhibition provided a mecca of cheerful shoppers.

As you can see from the highlights, this year's staging was definitely a success and we look forward to next year and even more growth of local small businesses and artisans.



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