



breaking bread & barriers

DREAM CUISINES | YEAR 3
2023 IMPACT REPORT



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A LETTER OF GRATITUDE

Dear friends and supporters,

This has been a big year for us in celebrating our stories, successes, and the collective impact of feminist food businesses led by newcomer immigrant and refugee women entrepreneurs in the community. I feel grateful and honoured to co-create with my team, the cohort of women, mentors, community partners, and funders to increase access, inclusion and representation in the food and hospitality industry. By taking up space, we are creating systemic change and promoting gender and racial equity through our decolonial work.

This year, we built on what we have learned from alumni and mentors through the Dream Cuisines Food Business Program, and created more opportunities to strengthen relationships between women, develop personal growth and professional skills, and cultivate meaningful connections and collaborations in the community. We embody and practice mutual transformation by nurturing reciprocal relationships and fostering trust and connections over time through giving, receiving, and sharing.

I am encouraged and inspired by the power of food in bringing people together across different cultures, building friendships and kinship, and creating a caring community that nourishes one another. It truly takes a village to build and launch a food business, and we are grateful for all the mentors, partners, businesses, and supporters like yourself in helping us to launch five incredible newcomer women's food businesses this year!

From Colombian street food and Yucatan dishes from Mexico to traditional Egyptian food, sweet and savoury treats from Damascus, and Indian inspired pastries, all the women entrepreneurs shared their food with love and pride.

We are reminded of the power of community in supporting us through struggles and successes. My hope is to expand our imagination of what is possible and create collaborative, inclusive, and equitable spaces to build and launch more newcomer women food businesses. Thank you so much for your love, support, and commitment to our shared vision and dream.

With deep gratitude and hope,
Trixie Ling, Founder and Executive Director





ABOUT US

About Flavours of Hope

Flavours of Hope is a charitable non-profit social enterprise that envisions a society where newcomer refugee and immigrant women flourish and experience belonging through cooking, storytelling, community-building, and entrepreneurship.

Our mission is to facilitate intercultural opportunities for and with newcomer women to build social connections, create economic empowerment, and lead with cultural pride in the community. We achieve this by providing opportunities for newcomer women to generate income through entrepreneurial food ventures and build community through workshops, events, and culinary experiences.

VALUES THAT WE EMBODY THAT HELP GUIDE OUR WORK

HOSPITALITY

We welcome people around a table and build cross-cultural connections and friendships through sharing food.

RESILIENCE

We honour women who rise above adversity and trauma with strength, courage, perseverance, and hope.

DIVERSITY

We celebrate diverse cultures and amplify each woman's unique voice and story.

EQUITY

We co-create opportunities to grow and lead in collaborative and inclusive ways for social, cultural and economic change.

MUTUAL TRANSFORMATION

We believe in nurturing reciprocal relationships by fostering trust and connections over time through giving, receiving, and sharing.



About Dream Cuisines: A Newcomer Women's Food Business Program



Dream Cuisines Food Business Program is a nine-month immersive experience designed to empower and support newcomer women embarking on their entrepreneurial journey. Through mentorship, access to commercial kitchen spaces and farmers' markets, and peer-based support, these aspiring entrepreneurs can develop and launch their food businesses into the community.



As we enter our third year, Dream Cuisines is leading the way and creating social, cultural and economic impact in the community, having played an integral role in the successful launch of 10 remarkable food businesses owned and operated by talented newcomer women from all over the world.



This is a testament to the power of community. Your continuous support has enabled us to provide a nurturing environment where these emerging women entrepreneurs can refine their culinary skills, gain valuable business skills, and ultimately bring their unique recipes to the broader market, contributing to the richness of our local food landscape.



ABOUT US: FIVE PRINCIPLES OF DREAM CUISINES

Our relationship-centered work is driven by...



COLLABORATION & ADAPTATION

in creating a program amidst an ever-evolving food landscape, we find ways to meet women's need for flexible work and economic provision for their families.



ANTI-RACIST & FEMINIST FRAMEWORK

Built and led by women of colour, we centre the voices and wisdom of Black, Indigenous, and People of Colour in building, leading and facilitating programming. We strive for equitable access in our relationship-centered work.



PRIORITIZING PEER KNOWLEDGE

Emphasizing peer knowledge, we shift from charity models to empowering women in their strengths, striving to balance power dynamics and support women's self-determination in decision-making.



HEART & BODY CENTERED

Using a decolonial approach, we integrate embodiment through breaths, pause, and paying attention to our bodily needs. We seek to provide holistic support, acknowledging the diverse influences on women's well-being.



CARE & RECIPROCITY

We foster spaces for meaningful connections among women, mentors, and small business owners. This community-based approach aims to fortify women's businesses for sustained success.

MEET THE COHORT: ELAICHI PATISSERIE

MEET VINAYA WAGHMODE

Vinaya created Elaichi Patisserie to share the depth and richness of Indian cuisine beyond common Western perceptions. She meticulously crafts an exquisite assortment of baked goods and treats infused with a balance of bold flavours and delicate essences of cardamom, vanilla, ginger, pistachio, mango, and more.



Starting the Dream Cuisines program as a new mom, Vinaya found herself unsure about her post-maternity plans. All she knew was that she finds joy in creating food and baking for others. The program provided her with direction to an unexpected, exciting, and rewarding career path! She loved the picnics and team building sessions, which have allowed her to build meaningful connections and strong, caring support networks.

“I have a very good relationship with the women of the program. I am surprised at how helpful each of them have been for me. We have a fluent communication and support each other in our businesses.” - Vinaya



Vinaya's creativity sparkles through her food! We're hooked on her chutney cheese puff rolls and pistachio saffron cake. Yet, it's not just her food—it's her perseverance and resourcefulness that captivates us and her customers, earning her tons of compliments and a sold-out debut at the farmers market!



**“The masala veggie brioche buns from Elaichi Patisserie were the softest buns I've ever had in my life!”
- customer testimonial**

MEET REHAB ELSAYED

Egyptian Bites blossomed from Rehab's deep longing for the genuine flavours of Egypt. Specializing in crafting feteer, a cherished delicacy in Egypt, Rehab draws inspiration from traditional foods native to her homeland. Feteer holds a significant place in her culture, symbolizing hospitality and often served during festivities, special occasions, and weddings.

Navigating connections as a newcomer can be challenging, yet Rehab has found joy and solace in making new friends, particularly in the shared kitchen space within the program.

“I like meeting different people. I enjoy sharing smiles, talks, and hugs with them. We help each other in the kitchen by sharing space, utensils, or shelves.” - Rehab



Participating at the Vancouver Farmers Markets holds a special place in Rehab's heart, especially her time spent alongside Trixie. It was incredible to witness Rehab's growing confidence in communication at the markets, overcoming initial language barriers along the way. Her appreciation and gratitude for the program resonates deeply, reminding us of the transformative impact of women empowerment:

“What I learned here changed my life. I attended a lot of programs during the last 4 years and I couldn't find the support I needed until I found the Dream Cuisines program. I feel lucky to join this program.”



MEET VIVIANA ROJAS

Colombian Antojitos, founded by Viviana Rojas, brings the vibrant street food culture of Colombia to Vancouver. Viviana is on a mission to share her culture's essence through each lovingly prepared dish such as her delicious aborrajados (ripe plantain fritters) and papas rellenas (stuffed potatoes with chicken).

Seeing Viviana's personal and professional growth in the community has been remarkable, gaining support from various organizations and events, including those that are hosted by the Colombian Consulate.



“The program made me more visible in the community. Forever grateful with Flavours of Hope for helping me connect with the community in different ways.” - Viviana



Viviana's determination taught us valuable lessons. Her drive and entrepreneurial spirit propelled her to new heights, with many sold-out days at the Vancouver Farmers' Markets! What warmed our hearts even more was seeing Viviana with her sister and mother joyously selling food at the markets, which was a testament to their cultural pride and passion.

“This program is the beginning of a whole new beautiful beginning that you never thought was possible. In the program you start to really understand what it takes to build a business, very hands on. The program will give you the solid foundation needed for you to jump confidently. The program helps you connect with the feeling of 'I can do it!' I feel proud.” - Viviana



MEET THE MOLINA FAMILY

Laura and her family founded Sabor a Yucatán with a passion to share the vibrant flavours of Yucatecan cuisine. Aiming to evoke the essence of a home-cooked meal, they specialize in crafting two beloved dishes: the comforting frijoles and the iconic cochinita pibil. These cherished recipes have been passed down through the Molina family, embodying their Mexican heritage and family spirit.

It has been uplifting to experience Vancouver Farmers' Market with the Molina family – their collaboration and teamwork reflects the strength and value of family support. Their involvement in the business has unveiled newfound skills and talents, fostering personal growth:

“We are all involved and the business brought our family closer. My daughter Paulina has been positively impacted by her involvement in some of the activities, we all have learned a lot about the community and culture. Paulina realized that interacting with people makes her happy, marketing can be a good path for her. The business has surfaced abilities and skills that we didn't know we had.”

For Laura and her family, the program's encouragement, adaptability, and emotional support stood out. Their commitment to empowering others by sharing their journey and offering guidance embodies a beautiful cycle of support and empowerment within the community.



“The program has greatly impacted my life by helping me grow and evolve as a person and entrepreneur. It has a positive impact on me, my life, and my family.”
- Laura

MEET THE COHORT: DAMASKINO PASTRY

MEET RANA ALKARI

Damaskino Pastry, founded by Rana who introduces the delightful essence of traditional Syrian cookies to your table. Rana's specialty lies in meticulously handcrafting maamoul cookies, deeply ingrained in Syrian culinary heritage. Her personal favourite boasts a delightful filling of pistachio and date, complemented by the subtle crunch of pecans.

Throughout the program, Rana's growth in confidence in herself as a leader and a role model in her community has been a source of immense pride for us.



“Many of my friends tell me that I have inspired them and see me as a role model. Having a positive impact in the community makes me feel good. My community is growing and I feel more connected with the community. I am sharing what I am learning and people ask me how I do it. That makes me feel proud.” - Rana



Rana's maamoul cookies are always a hit at the farmers' markets, alongside traditional Syrian appetizers, yalanji (grape leaves stuffed with rice) and fatayer (pastry stuffed cheese or za'atar). We love that the positive attitude she brings to the markets attracts enthusiastic customers who shower her with compliments, a testament to her delicious treats and vibrant attitude.

“I feel stronger and I can contribute more to the community. I know how to interact with different cultures and religions. I feel more independent and also had the opportunity to improve my English. I have connected with more diverse people and I have had a new perspective of Canada through the relationships I have built through the program.” - Rana



WHAT WE ACCOMPLISHED IN 2023

GOALS

WHAT WE ACCOMPLISHED



LAUNCH BUSINESSES OUT OF COMMISSARY KITCHEN, SELLING FOOD TO THE PUBLIC



5

NEWCOMER WOMEN OWNED & OPERATED FOOD BUSINESSES

8

SOLD OUT DAYS AT THE FARMERS MARKET



INCREASED ACCESS TO SALES CHANNELS



20

FARMERS' MARKET APPEARANCES IN 10 WEEKS

30+

CATERING OPPORTUNITIES



EARNING LIVEABLE INCOME



\$18,300

EARNED FROM SALES AT FARMERS' MARKETS



SUCCESSFUL NAVIGATION OF FOOD SYSTEMS AND PERMITS



10

APPROVED PERMITS AND LICENCES

40%

INCREASED CONFIDENCE IN NAVIGATING SYSTEMS



WHAT WE ACCOMPLISHED IN 2023



BUILDING SUPPORT NETWORKS AND COMMUNITY



increased sense of belonging



increased support network and meaningful connections



increased understanding of Indigenous history and multiculturalism



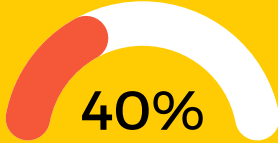
PERSONAL GROWTH AND PROFESSIONAL DEVELOPMENT



increased self-esteem



increased technological skills



increased English language proficiency



increased communications skills



increased cultural pride



DREAM CUISINES IMPACT: HIGHLIGHTS

Personal Growth and Collective Social, Cultural and Economic Impact

Over the past year, Dream Cuisines has created a meaningful impact in the lives of newcomer women through:

LANGUAGE SUPPORT

Having interpreters to support women in Spanish and Arabic during workshops

FLEXIBLE ADAPTATION:

Meeting women's personal needs and ensuring flexibility and convenience for their schedules

TECHNOLOGICAL PROFICIENCY

Improving technological skills to navigate social media, websites and software

HANDS-ON EXPERIENCE

Learning to work in a commercial kitchen and selling food to people at the farmers markets

FAMILY INCLUSION

Welcoming family members and children into program activities and gatherings

PERSONALIZED HOLISTIC SUPPORT

Providing 1:1 support for fostering individual growth and embracing emotional well-being beyond business concerns

INCOME GENERATION

Supporting the growth of food businesses to ensure a steady, sustainable, and diversified income stream through farmers markets, catering, and events

COMMUNITY

CONNECTIONS

Nurturing deep connections and friendships beyond business through picnics and social activities

PEER SUPPORT

Creating spaces and opportunities to share skills, knowledge, and experiences, and promote cross-cultural learning





MEET THE MENTORS

Mentors play a crucial role in Dream Cuisines, imparting their knowledge, support, and experience to a group of newcomer women entrepreneurs. The program prioritizes BIPOC mentors and speakers with its aim to amplify BIPOC owned businesses and increase equity and inclusion within the food industry.

FEATURED MENTORS

ASHA WHEELDON, KULA

Asha is founder and owner of KULA, a Black-owned vegan food business that brings together food sustainability, cultural pride, and community building. As an immigrant from Kenya, sharing food in community was important in everyday life. Asha is passionate about sharing her entrepreneurial wisdom and experience with newcomer women.



MARIAM DEMIAN, CAFFEINATED MEDIA SOLUTIONS

Mariam works with businesses to elevate their online presence – from branding to website design – through her company Caffeinated Media Solutions. Through her own migration journey from Egypt, she admires Flavours of Hope’s hands-on learning and believes that it kindles opportunities for women to learn and grow their food businesses.



2023 SPEAKERS & MENTORS:

- Destiny Hoostie and Kelsey Coutts - Bangin’ Bannock
- Céline Chuang - Paper Birch Books
- Mariam Demian - Caffeinated Media
- Racel Lomotan - Leavenly Goods
- Mithalee Rawat - Shorba Bone Broth
- Annabelle Choi - Annabelle Choi Studio
- Mun Yee Kelly - Agrestal Bakeshop
- Mina Haghighi - Consultant
- Asha Wheeldon - KULA
- Dayle Kennedy and Cass Helps - Tall Shadow Bakery
- Andrea Welling - Futurpreneur
- Nikki Nassiri - Vancity Credit Union
- Andrea Gray-Grant - Good to Grow
- Gillian Cofsky - Make it Count
- Razan Lahham, Mario Cimet, Ana Correa - CultureLinks Co-op

PARTNERS AND FUNDING

THANK YOU TO OUR SUPPORTERS!

We believe in the power of collaboration and partnership, and are grateful for our supporters and funders in the community:

Canadian Women's Foundation

provides a multi-year grant to support the operations of the Dream Cuisines program

Vancity Credit Union provides funding and financial mentorship for newcomer women

Vancouver Farmers Markets provides access and sales support for newcomer women to sell food at the markets

Women's Economic Council provides funding and entrepreneurship resources

Mount Pleasant Neighbourhood House provides funding, community support, resources, and connections for newcomer women

Coho Commissary provides subsidized commissary kitchen space and business support for newcomer women

<u>FUNDING SOURCE - 2023</u>	<u>AMOUNT</u>
CANADIAN WOMEN'S FOUNDATION	\$65,000
VANCITY CREDIT UNION	\$15,000
MOUNT PLEASANT NEIGHBOURHOOD HOUSE	\$9,750
WOMEN'S ECONOMIC COUNCIL	\$4,000
SALES (EVENTS)	\$1,600
DONATIONS	\$6,832
<u>TOTAL</u>	<u>\$102,182</u>

<u>IN-KIND DONATION</u>	<u>AMOUNT</u>
Farmers market support	\$3,000
Subsidised kitchen space in Coho Commissary for 5 women	\$20,610
Mentors' in-kind time: estimated at 100 hours at \$30/hour	\$3,000
Pro bono services: estimated total value of graphic design towards branding & marketing for women	\$1,000
<u>TOTAL</u>	<u>\$27,610</u>

**PARTNER WITH US TO SUSTAIN AND GROW THE
DREAM CUISINES PROGRAM!**

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WHO WE ARE



Dream Cuisines Manifesto

We are strong, resilient, remarkable women.
We come from different backgrounds and traditions.

We recognize our differences as beautiful and worth celebrating.
Guided in love, we work together to actualize our dreams.

We do not give up.
We laugh and cry together. We are not alone.

We do this together!

