

## Aroma Maya Coffee Roasters Wins Exporter of the Year



David Copus, NSBI, Truro presents the NSBI sponsored Small Business Exporter of the Year award to Sergio and Kristy Garrido of Aroma Maya Coffee Inc. at the Truro & Area Chamber of Commerce small business awards ceremony on October 21. (Rees Photo)

tion -Aroma Maya To Go - a specialty coffee and donut shop in Truro.

Focused on providing a “coffee experience,” the company has experienced incredible growth, with export business tripling since the pandemic. About 40 percent of the business is related to export. Before the pandemic, the majority of its customer base was wholesale. A quickly revamped online store and partnering with another local business to create a unique product, “Stay the Blazes Home” coffee garnered an overwhelming response. The momentum continued as the couple packed orders with their two-year-old daughter in tow. They kept innovating, adding efficient production and packaging equipment, new products and launched a complete line of coffee.

The business is in the process of renovating a space to house its second Aroma Maya To-Go location. Soon, more new products will be added, with three new coffees nearly ready for release as well as an entire line of holiday syrups.

They believe in striving for excellence in everything they do, always trying to raise the bar.

The Exporter of the Year award recognizes a Truro or Colchester County business that has demonstrated excellence in exporting outside Nova Scotia and has achieved noticeable growth due to entering expanded markets while creating employment and contributing to the local economy.

Sergio started aroma Maya Coffee Roasters in 2014 while he was studying at Acadia University. He began in partnership with a roaster in the valley and moved to Truro in 2015 to establish his business. In 2019, he built a dedicated facility for coffee production and has since expanded into producing cold brew and flavored syrups, which are shipped to customers across North America. In 2020, Aroma Maya opened its first retail loca-



With CoVid-19 restrictions easing, with conditions, the Truro & Area Chamber of Commerce was able to hold the Small Business Week women's breakfast at Inn On Prince on Wednesday, October 20th. (Submitted)

The **Shoreline** Journal

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## Raging Crow Distillery Wins Small Business Innovation Award



Marc de Rome, RBC Manager, Truro presents the RBC sponsored Small Business Innovation award to Jill Linguis and another staff member at the Truro & Area Chamber of Commerce small business awards ceremony on October 21. (Rees Photo)

In 2020, as the arrival of COVID-19 posed new challenges, Raging Crow Distillery developed innovative solutions by quickly converting to the production of hand sanitizer to meet the community's needs, donating the locally made product to several groups of first responders.

The distillery initiated Virtual Happy Hours as a way for businesses to provide a social component for their employees. Packages of five, 100 ml spirit bottles, and a four-oz measuring glass were couriered to participant's homes across the country, and via Zoom or Microsoft teams, they would learn to make cocktails. Groups for Virtual Happy Hours have ranged from 30 to 150 individuals. The senior Executive for Samsung Canada was so impressed with the Virtual Happy Hour; they included Raging Crow Distillery in their video promotions of Business Televisions. The North River-based business also joined Harvest Hosts, which provides a location for RV travelers to stay for one night, thus promoting our area as a tourist destination. From July to Oct, the distillery hosted 28 Harvest Host guests.

Raging Crow has been on the leading edge of new product development in being the first distillery in Nova Scotia to produce Tequila and Bourbon. Can't Call It B\*\*rbon won the Best New Whisky Spirit Highly Commended at the Canadian Whisky Awards in March of 2021.

The Small Business Innovation Award recognizes a Truro or Colchester County entrepreneur who has been in business for more than five years, continually modifying to demonstrate innovative leadership through the use of technology, developing new or value-added products and services, and improved productivity. In addition, those nominated for this award portray community spirit and generosity, consistently supporting community causes while growing the economy.

Since 2018, Raging Crow Distillery Inc has been serving clients from its location in North River. The small-batch craft distillery produces premium, award-winning national spirits, locally sourcing ingredients whenever possible. The distillery doubled its footprint during an expansion in August 2020, and another 30 percent expansion is the plan to begin next month. As a result, the business has experienced exceptional growth with 50 to 100 percent sales increases year over year since opening.

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Are you starting a business or wishing to expand? We offer free business support!



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