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## Punam Chopra, Founder of SpiceBox Organics



#ONEOFTHEFEW

### WHAT IS YOUR VISION?

PUNAM CHOPRA, FOUNDER OF SPICEBOX ORGANICS

"My company's mission is "the conscious choice" which aims to inspire and educate the local community on making better food choices."



This week on FEW Members' Corner, we would like to introduce you to Punam Chopra, founder of SpiceBox Organics, a boutique USDA National Organic Program certified organic food store and café, and a socially conscious company that specializes in the sourcing and distribution of high-quality food that is healthy, environmentally friendly and tasty.

Located in Mid Levels, Kennedy Town, and Tseung Kwan O, SpiceBox Organics offers over 1000+ products, freshly prepared grab & go meals, and full-service café counters. Our cafés cater to those with dietary needs including gluten-free, vegan, vegetarian, and keto, and are an all-inclusive community-friendly venue with dine-in, takeaway, and catering options

## **What inspired you to start your company?**

A decade ago, organic food was not easily accessible in Hong Kong, and I wanted to create a space where we can educate the local community about healthy eating. I wanted to share my knowledge from my years of experience abroad in health and wellness, and to be a resource for those who were looking for information on improving their overall well being. We just celebrated our 10th Anniversary, and we are proud to have expanded to 3 venues in Hong Kong, and opened our first international store in Hyderabad India. The reinforcement and feedback we get from our customers is what has kept us going.

## **How COVID has affected your company?**

We are thankful for our loyal customer base, who has supported us throughout the pandemic by ordering online, and we made sure our team was accessible to them for any questions or concerns at all times. It has been hard on the community as a whole, and we are thankful for some help from the Government. Our top priority was to make sure our staff and customers were safe by implementing social distancing and sanitization measures, and we stayed true to our core mission - to promote healthy living and wellness.

## **How do you innovate?**

We listen! At SpiceBox Organics, we love feedback from our stakeholders, especially our customers. We also have a wonderful mix of staff from different backgrounds, life experiences, and knowledge, which has helped shape the company. We foster creativity and passion, and empower innovation.

## As a startup or new business, how do you build sustainability?

At SpiceBox Organics, we are always looking for ways to lower our carbon footprint and to promote living sustainably. We have installed bulk bins at our venues and offer a large range of pantry items - from legumes and grains to spices and more, and encourage customers to bring their own containers and purchase only what they need by weight. We've implemented many kitchen operational procedures to reduce food waste, and all our café food packaging is biodegradable. We hope to completely eliminate all use of plastic in a few years time. SpiceBox Organics has been recognized by Food Made Good Hong Kong for its sustainability efforts, and won Business of the Year Award 2020, and One Planet Plate Award 2021.

## How do you build resilience?

Moments come when you are pulled in various directions, which affects your mind with stress. Always take a moment to reset - whether it is a walk or a short break to breathe. Re-start each task one by one - start with the small ones and get them out of the way then move to the larger ones. Always one at a time. This has helped me, my staff, and the company as a whole to stay on course with everything.

## What are your goals for the year to come?

Our goal is to develop and further educate as many as possible about wellness and healthy living, as education has always been our top priority. We also have a more long-term goal, which will take a few years to accomplish, but we're almost there! We hope to eliminate all use of plastic in our daily operations by 2025.

## What's your favorite motivational quote?

There is always tomorrow.

### Special offer for FEW members

Use promocode SBOFEW22 for 15% off online orders at [www.spiceboxorganics.com](http://www.spiceboxorganics.com)

(not applicable with other promotional offers, valid 24/09/22-23/12/22, one use per customer)

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