

LISC

Twin Cities

*Helping people
and places prosper*

REAL STORIES 2011



Sadia's sauces Big dreams, hard work, and a little help

From a young age, Korad “Sadia” Abdi, was an entrepreneur. At age 11, when her father died and her mother became bedridden, Sadia sold tomatoes on the streets after school to make money to feed her and her five siblings. Even then, she had the dream to one day come to America to become a successful business woman.

When Somalia exploded into a violent civil war, Sadia’s family fled to Kenya, where she met and married her husband and started her own family. She worked many jobs there, growing impatient to get out of the refugee camp life. In 1999, Sadia, her husband, and their five children achieved her dream—they arrived in San Diego, where they had been assigned. A year later, they moved to Minneapolis because of the growing Somali community here. Both Sadia and her husband found jobs, but she still had that dream of going into business.

In her spare time, Sadia began experimenting with her mother’s recipe for hot sauce, ultimately perfecting the three **Sadia’s Gourmet Hot Sauce** products currently available: Hot, Mild, and Sweet Sauce. To begin selling her products, Sadia met with a store manager and wholesaler, who loved her sauces but laid out the long process she’d have to go through to sell her product in grocery stores. Undeterred, Sadia remained focused.

In 2010, the African Development Center (ADC) approved a loan to expand her business, and has since helped Sadia take this business to the next level. Her sauces can already be found in 14 locations, including farmer’s markets and co-ops in the Twin Cities. Her next goal is a greater presence in area grocery stores and chains.

A creative thinker, Sadia always knew that if she was lucky enough to be selected to come to the United States, she would make the best of that opportunity. ADC simply provided the tools to help her achieve her dreams. In Sadia’s own words, her business “would not be where it is today if it weren’t for the support from ADC.”

[African Development Center](#)

Twin Cities LISC’s total investment to date in ADC: \$502,000

Photo of Sadia, courtesy of the African Development Center