

[Retail Therapy](http://baliadvertiser.biz/category/current-columns/retail/) – August 8, [2012](http://baliadvertiser.biz/tag/2012/)

Now another artisan that makes brilliant product is Bali Bel and you can also find these products in Bali Deli and other quality stores. Remember these products introduced to you are perfect to include with your summer season salads & cheese and of course fresh bread or biscuits…..
Bali Bel – An Original French Story, following is just the shortened version….

Ida Ayu Puspa Eny is a Balinese born into a high caste family and from an early age she wasn’t just happy to ‘be’… she was very bright & displayed so much initiative! On leaving school, she studied & worked for a major Indonesian newspaper of the time, eventually took up a challenge & went to live in Sydney where she worked enjoying the many opportunities that came her way (she has a charming smile!) It was back to Bali for a holiday where she met her French husband, they then moved to Australia. Cooking was a passion, they started a few restaurants & over this time she bore four children.

Eventually they decided a move to France was a must, Puspa indulged in yet more cooking courses, she learnt French & they adopted two French children! Finally their travels were over, back to Bali they came & after eating so much French deli food, Puspa decided that this was the area she would pursue, the best quality deli products & Made in Bali!

Filled with enthusiasm she commenced her business & it was slowly slowly but her recipe for products worked & grew. About four years ago, when imported food products came to a grinding halt in Bali, this was when Puspa’s big opportunity came along. She had already worked out her formula for producing excellent charcuterie products so they filled the niche that had been left by the imported deli producers.

Products like smoked ham, salamis, sausage, pâtés, terrine created fabulous sales & total success (the quality & taste of Bali Bel products are excellent) And now with imported products back on the shelves Bali Bel gives them a ‘run for their money’ as their products have now earned a worthy reputation!

For those who have met Puspa you can only admire the determination of the woman she is & what she has achieved & now all of her 33 products (made from pork, chicken, rabbit & duck) sell in all the best gourmet stores, purchased by hotel chefs, villa kitchens, restaurants & catering. Her kitchen runs to the highest health & hygiene standards & her certificates are on display, naturally have several ticks of excellence!

Puspa is a great example of what one can do in life and it was a pleasure to meet her. She also takes time out to work with disadvantaged children & it doesn’t stop there, Puspa is working on a few other foodie ideas, but that’s another story……

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