



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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CHTA'S TASTE OF THE CARIBBEAN LAUNCHES VIRTUAL FRIDAY LIME

MIAMI (May 27, 2020) – Caribbean food and beverage industry aficionados have been raising their glasses every Friday evening to toast the Caribbean Hotel and Tourism Association's (CHTA) new "Limin' wid Taste" expositions by some of the region's leading mixologists.

Each Friday, CHTA's Taste of the Caribbean judges unite to bring the hospitality industry and Caribbean enthusiasts together in a celebration of Caribbean flavors, creativity, showmanship and passion.

The six-week series, which began earlier this month, is a virtual addition to the famed annual Taste of the Caribbean combined culinary competition, food and beverage educational exchange, and Caribbean cultural showcase, which the Coronavirus Disease (COVID-19) pandemic derailed this year.

Since 1993, the Caribbean's best chefs and culinary teams have converged on Taste to compete, demonstrate their skills and learn from each other, while offering the general public a scintillating exhibition of the most delectable culinary treats of the islands.

"We're very pleased with the reach of our Friday limin' sessions along with the exchange between the panelists and the audience as it highlights Taste of the Caribbean's role as facilitator of professional development for the food and beverage community," said Vanessa Ledesma, Chief Operations Officer of CHTA, who promised the association will carry on serving informative and educational tourism sessions for the industry.

During each session, a featured bartender showcases three drinks: "Cocktail @ Home", a beverage that can be stirred up at home; "The New Norm", adapting your bar and/or creating a new experience in a post-COVID world; and "Reimagined Cocktail", featuring an award-winning Taste cocktail from a previous year's competition.

The first edition of "Limin' wid Taste" highlighted Trinidad & Tobago's Raakesh Madoo, who opened and led a discussion on classic cocktails, stressing the importance of understanding the evolution of mixology.



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In the second session, Jamaal Bowen of Barbados took viewers on a journey through sustainability and agricultural linkages, which focused on local ingredients and establishing working relationships with local farmers.

Last week, Bahamian Marv Cunningham put the focus on culinary cocktails, highlighting the overlap of the culinary and mixology worlds and stressing the importance of diverse training.

On Friday, May 29, Caribbean Bartender of the Year Jurnick Merced of Curaçao will explore "Culinary Tourism"; on Friday, June 5, Shana Rajahram, the 2018 Hall of Famer from Trinidad and Tobago, will examine "The Role of Women in Mixology"; while Ira Claxton of the U.S. Virgin Islands will focus on "Developing your brand" to close out the series on June 12.

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing the interests of national hotel and tourism associations. For more than 55 years, CHTA has been the backbone of the Caribbean hospitality industry. Working with some 1,000 hotel and allied members, and 33 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether helping to navigate critical issues in sales and marketing, sustainability, legislative issues, emerging technologies, climate change, data and intelligence or, looking for avenues and ideas to better market and manage businesses, CHTA is helping members on issues which matter most.

For further information, visit www.caribbeanhotelandtourism.com.

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