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Puerto Rican Gastronomy Dazzles at the James Beard House

Discover Puerto Rico and Destilería Serrallés will join forces to support the chefs participating at the event to be held in New York City

SAN JUAN, PR, November 26, 2018 – The legendary James Beard House in New York’s historic West Village will host a Puerto Rican Christmas dinner created by four young talented chefs who will travel from the Island for this special occasion.

The James Beard Foundation was founded in 1986 in honor of its namesake James Beard, an unrivaled pioneer of American cuisine. The Foundation’s mission is “to celebrate, nurture, and honor chefs and other leaders making America’s food culture more delicious, diverse, and sustainable for everyone.”

Discover Puerto Rico and Destilería Serrallés are proud to support these gifted chefs that have the coveted opportunity of cooking a dinner at the Beard House, a crowning achievement for any chef who pursues fine dining across the globe.

The event titled *Navidad Borinqueña: Puerto Rican Christmas* will take place tomorrow November 27, 2018 and although the tickets are sold-out, all the action happening in the kitchen will be live-streamed from the James Beard Foundation’s [Kitchen Cam](#).

Natalia Vallejo, María Grubb, executive chef at Gallo Negro; Paxe Caraballo Moll, chef and owner of Jungle Bao Bao; and Kelly Pirro, executive chef at Mai Pen Rai, are part of the extraordinarily skilled crew of queer and female chefs representing the most creative side of Puerto Rico’s eclectic dining and they will cook a fusion of dishes from both rich indigenous traditions and diverse global influences, blended with delectable local customs.

Recent research conducted by Discover Puerto Rico shows that the Island’s gastronomy offers a great opportunity to differentiate Puerto Rico from its competition and allows the destination to showcase its rich and authentic culture. The DMO will further capitalize on this opportunity among other strategic efforts, including the planning of its first culinary summit.

“These young chefs are great ambassadors of Puerto Rican cuisine and they all bring a unique distinctiveness to the recipes. This is just a small demonstration of the plethora of flavors that visitors could discover when they come to the Island. It is an honor to

support opportunities of this caliber that promote Puerto Rico's finest during our Holiday season, the longest in the world," said Brad Dean, Discover Puerto Rico's Chief Executive Officer.

"Puerto Rican holidays are recognized for its rich cuisine, vibrant colors and joyful rhythms. Our gastronomy and exceptional aged rums are some of the best examples of our passion and commitment to excellence, a real 'taste' of what Puerto Rico has to offer to its visitors," added Roberto Serrallés, 6th generation rum maker and Vice President of Business Development for Destilería Serrallés.

"For us chefs, it is an incredible honor to be invited to cook at the James Beard House. This dinner means a lot for us, as it is an opportunity to encourage visitors to come to Puerto Rico and experience our food. The awareness this dinner will bring to our cooking, our Island and our restaurants: Gallo Negro, Jungle Bird, Mai Pen Rai and the forthcoming Cocina a Fondo, will be tremendously impactful," added the crew of chefs.

James Beard was a cookbook, author and teacher with an encyclopedic knowledge about food and he was usually described as a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful, and delicious food.

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About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to empower economic growth. Please visit us at discoverpuertorico.com

About Destilería Serrallés

Destilería Serrallés is one of America's oldest family-owned businesses with a rum making tradition that spans 6 generations and over 153 years. Based in Ponce, Puerto Rico Destilería Serralles produces the award-winning Don Q rum brand, the #1 selling rum on the island. Destilería Serrallés recently won a Green Award from *The Drinks Business* for Renewable Energy Implementation at its facilities in Ponce. Please visit us at www.serralles.com and www.donq.com.

About the James Beard Foundation

The James Beard Foundation's mission is to celebrate, nurture, and honor chefs and other leaders making America's food culture more delicious, diverse, and sustainable for everyone. For more than 30 years the Foundation has accomplished this mission through programs that highlight food's central role in our lives. In addition to hosting guest-chef dinners throughout the year at the historic James Beard House in New York City, the Foundation administers the James Beard Awards; grants scholarships for culinary students; produces national events that include Taste America; and creates educational programs for the culinary community and food lovers. The Foundation addresses the growing challenges facing our food system through its Impact Programs, which include the Leadership Awards; Chefs Boot Camp for Policy and Change; Issue Summits; and Culinary Labs. Industry issues, such as gender imbalance and diversity in culinary leadership, are addressed through our Industry Programs. For more information, please visit jamesbeard.org and follow @beardfoundation on [Instagram](https://www.instagram.com/beardfoundation), [Twitter](https://twitter.com/beardfoundation), and [Facebook](https://www.facebook.com/beardfoundation).