



PUERTO RICO SHINES AS A CULINARY PARADISE IN THE CARIBBEAN

San Juan, Puerto Rico – November 19, 2019 – As part of its mission to promote the destination abroad and position the island as a culinary destination, Discover Puerto Rico (DMO), met with gastronomic industry leaders to analyze opportunities and promotional plans that can boost the tourism economy.

“Among all the unique attractions Puerto Rico has, our culinary offerings are undoubtedly the ones that distinguish us the most,” said Janid Ortiz, Director of Marketing Partnerships for Discover Puerto Rico. “With an infinite evolution and a constant transformation, the culinary space of the island has become a paradise for food lovers over the years, incorporating different influences and traditions. Our goal today was to have an open discussion about possible opportunities, challenges and ideas in which we can work together to strengthen what Puerto Rico offers to our visitors.”

As part of its efforts, Discover Puerto Rico is establishing strategic alliances with local chefs and restaurants, and participates in partnerships with media and influencers; and taking advantage of visits of the MICE segment that result in the consumption of restaurants / bars, catering services and more.

During this meeting, Discover Puerto Rico collaborated with chef Mario Pagán, recognized locally and internationally as one of the best chefs on the island and owner of Mario Pagán Restaurant Group; Juan José Cuevas, Executive Chef in 1919, the flagship restaurant at the Vanderbilt Hotel in Condado; the creator of La Mafia, Rafael Ruiz; and Roberto Berdecía, co-founder of Colectivo Icaro, which includes La Factoría, JungleBird, Caneca, Coctelería Móvil and PR Cocktail Week, in a panel discussion with other industry leaders.

“I appreciate the support and collaborative environment of Discover Puerto Rico to carry out this panel. We had the opportunity to present many ideas, we talked about opportunities, but it is also clear that we are the ambassadors of Puerto Rico. It should be in us to promote our culture, and, in this case, our culture is seen through food. It is what identify us as a country. And there is nothing out there like our flavors,” explained Mario Pagán.

On the other hand, Roberto Berdecía, said: “It was a very good dynamic and, in addition to exposing my ideas regarding to bars and cocktails, I had the opportunity to learn about all the efforts Discover Puerto Rico is doing to promote the destination and helping the local economy and our businesses.



Discover Puerto Rico also supported the first edition of the PR Cocktail Week held in November by amplifying the event on its social media channels and capturing content on its website, in an ongoing effort to create the Puerto Rican cocktail culture.

The website, discoverpuertorico.com, has become a valuable tool to promote local restaurants beyond San Juan. Nearly 40,000 touristic businesses and points of interest have been registered, including food kiosks, trendy local bars and restaurants throughout the island, which provides a significant economic boost to many Puerto Rican microentrepreneurs.

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About Discover Puerto Rico

Discover Puerto Rico is an 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 brings 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 collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and community at large, to empower economic growth. You can visit us at DiscoverPuertoRico.com.

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