



## **Discover Puerto Rico exhibits the Islands' gastronomy at the Food & Wine Classic in Aspen, Colorado**

*The marketing organization also developed a special promotion with general media and journalists specialized in the travel industry to expose the other attractions on the Island.*

**Aspen, Colorado, June 20, 2022** – Discover Puerto Rico showcased Puerto Rican culture, gastronomy, and cocktails during the Food & Wine Classic in Aspen, Colorado, an event that each year attracts more than 4,000 high-end attendees and dozens of major U.S. publishers, some of them specialized in travel, culture, or tourism.

As part of the exhibition, the renowned Puerto Rican chef, Mario Pagán, prepared a series of dishes, some with rum or coffee infusions, for the food enthusiasts to experience. Discover Puerto Rico also partnered with Rums of Puerto Rico to showcase drinks and cocktails made with some of our brands like Bacardi, Don Q, and Ron Barrilito. The Don Q brand offered a tasting of their most exclusive rum, "Reserva de la Familia," which has a limited production. Samples of Puerto Rican coffee were also provided.

"We are sharing what Puerto Rico offers luxury travelers and visitors motivated by the gastronomy, cocktails, and cultural experiences of our Island. Puerto Rican flavors fuse diverse cultural heritage and traditions that make our food and cocktails unique. Attendees experienced the best of Puerto Rican food and drinks, generating interest in our destination through our exceptional culinary offerings," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico.

"Puerto Rico produces more than 70% of the rum consumed in the United States. However, that is not what makes us the capital of rum, but the quality of the products we make and the vast experience of our specialists who know every detail that makes our rum stand out for its flavor and aroma, among many other qualities," said Maite Jordán, director of Rums of Puerto Rico.

This is the second year that Puerto Rico has participated in the Food & Wine Classic. Attendees of this event, on average, take three leisure trips a year and average an annual income of \$800,000.

Discover Puerto Rico also took advantage of the event to develop its own promotion session exposing the attractions beyond gastronomy and cocktails. Around 30 communicators participated in this event, including journalists from general media outlets, specialized publications, and social media influencers.

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