



Discover Puerto Rico showcases Puerto Rican flavors at the Austin Food & Wine Festival

Foodies tried creative versions of bacalaitos, cassava stuffed with pork, and guava sauce ribs, among other delicacies.

San Juan, Puerto Rico, November 8, 2022 – Discover Puerto Rico served more than 6,000 sample plates of Puerto Rican gastronomy and cocktails at the Great Pavilion of the Austin Food & Wine Festival.

Among the food tasted by the participants was a brisket "alcapurria", yucca stuffed with smoked pork, and guava BBQ short ribs. Cocktails were sponsored by partners at Rum Don Q. The participants had a piragua made with rum, raspberry infusion, watermelon, and lemon juices, and a mojito with Don Q. Reserva 7, lemon juice, mint, pineapple, and "dulce de coco." Also, a rum-chocolate pairing experience was showcased using Don Q and Loiza Dark chocolate.

Chef Mario Pagán and Don Q's rum master Silvia Santiago oversaw the flavored production for travel and food enthusiasts.

"These activations demonstrate what Puerto Rico offers as a gastronomic destination. In addition to the warm climate and our natural beauty, Puerto Rican culture is one of the main destination elements that attract travelers to Puerto Rico, and what better way to showcase the Boricua essence than to expose our exquisite cuisine and cocktails to people with so much enthusiasm for this kind of experience," said Leah Chandler, Discover Puerto Rico's CMO.

Over 30 world-renowned chefs, wine and spirits producers, culinary industry personalities, and representatives from the most sought-after restaurants in Central Texas were featured at the event. About 6,000 people participated at the event, many of them residents of Austin and cities such as Dallas, San Antonio, and Houston.

Discover Puerto Rico considers the city of Austin, Texas, an emerging market with regular promotions and efforts to attract travelers. This was the DMO's first time participating in this event.

In addition to the festival, Discover Puerto Rico held an exclusive event for media and personalities with influence on social networks. Thirty-four people participated, including Food Network and Food & Wine magazine representatives.

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