



DISCOVER PUERTO RICO ANNOUNCES SECOND ANNUAL SMALL BUSINESS SATURDAY PARTNERSHIP WITH BRANDS OF PUERTO RICO

Destination Marketing Organization's collaboration with local e-commerce platform will again spotlight unique local products during Small Business Saturday and key holiday season

SAN JUAN, Puerto Rico, November 19, 2021 – [Discover Puerto Rico](#), the Island's non-profit Destination Marketing Organization (DMO), is proud to announce the second annual Small Business Saturday partnership with local e-commerce product platform [Brands of Puerto Rico](#). The collaboration spotlights the Island's valued small businesses, a vivid reflection of the destination's unique culture, to give local Puerto Rican entrepreneurs a hub to sell their goods worldwide and integrate them into the visitor experience.

"The travelers we are eager to engage are actively looking for ways to support the local communities that they visit; this includes buying local. Discover Puerto Rico is proud to amplify our Island's entrepreneurs and continue to support the people of Puerto Rico in encouraging consumers to bring a small piece of the Island into their home," said Leah Chandler, CMO of Discover Puerto Rico. "Whether that is an authentic artisan's product or traditional ingredient, it can be found on Brands of Puerto Rico and through our second annual Small Business Saturday partnership, we continue to support our community and culture, the lifeblood of our destination," said Chandler.

"Small Business. Big Stories." is the umbrella under which Discover Puerto Rico provides an [exclusive spotlight](#) on their website, promoting Brands of Puerto Rico's unique, locally made products including art, food, coffee and more, coupled with rich background on each product and their creators. A variety of products are highlighted this year, including Briskuas, Spanish-suited playing cards; Caribbean Soaps, each made with fresh, local ingredients; Mother Flower, sunscreens, serums, and salves made from natural ingredients in ecofriendly packaging; Café Castañer Supremo, specialty coffee cultivated in the Island's central mountain region; and Materia Madura, women-led sustainable material, and design company.

"We are thrilled to continue the 'Small Business, Big Stories' program with our partners at Discover Puerto Rico. The first edition was a success and now we are taking it to the next level. It's been a privilege to work side by side with the Discover Puerto Rico's team in the process of selecting this year's featured artisans and capturing their essence. 'Small Business, Big Stories' will take you on a journey to learn the culture and traditions of Puerto Rico," said Alan Taveras-Sepúlveda, Chief Marketing Officer and founder of Brands of Puerto Rico.

Small Business Saturday lands at the start of Puerto Rico's [holiday season](#), the longest in the world, which begins immediately after Thanksgiving Day, extending through mid-January, and culminating with the famous Fiestas de la Calle San Sebastián or "SanSe." This year, it comes on the heels of a record-breaking tourism season for the Island in 2021. As of October, passenger arrivals had surpassed previous highs with six months of consecutive records, per [Aerostar](#). Puerto Rico is also leading the charge nationally in COVID-19 vaccination rates, with roughly 90% of the eligible population having at least one vaccine dose as of

mid-November. With no passport or currency exchange required for U.S. citizens, Puerto Rico is the perfect destination for those seeking a blend of award-winning beaches, an unparalleled cultural flair, world class culinary delights, natural wonders, and heart-pounding adventure. This year also marks the [500th anniversary of the city of San Juan](#) with a variety of local events taking place through June 2022.

It is recommended that visitors review [entry requirements](#) prior to visiting Puerto Rico. For more information about the destination, follow Discover Puerto Rico's social channels on [Twitter](#), [Instagram](#), and [Facebook](#) and visit [DiscoverPuertoRico.com](#).

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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 brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, 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 the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](#).

About Brands of Puerto Rico

Brands of Puerto Rico is the e-commerce of local brands. We create cultural experiences by providing access to Puerto Rican products while empowering SMEs and recognized brands by offering strategic marketing advice, product export through E-Commerce, logistics services and digital tools for the success of a brand. You can visit us here: www.brandsofpuertorico.com