



Discover Puerto Rico and Rums of Puerto Rico join forces to promote Boricua Gastronomy at the Food & Wine Classic in Aspen, Colorado

The event will feature the creations of Puerto Rican chef Mario Pagán

San Juan, Puerto Rico, March 21, 2022 – Puerto Rican gastronomy and rum-based cocktails will have a special promotional space during the celebration of the next Food & Wine Classic in Aspen Colorado, an event that annually brings together thousands of enthusiasts of travel, good wine, and great food.

During the occasion, Discover Puerto Rico will develop a series of promotions highlighting the Island as a destination for Caribbean flavor lovers, while Rums of Puerto Rico will display the offerings of the eleven Island distilleries.

"This union allows not only to promote Puerto Rico as a destination for travelers but also seeks to strengthen the rum industry on the Island, one of the pillars of our economy," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico. "We also partner with chef Mario Pagán, who, with his magical creations, offers in every dish an original and yet authentic Caribbean flavor."

"This is one of the main events of gastronomy at an international level and Rums of Puerto Rico had to be there to show the quality and versatility of the rums that are produced on our Island, revealing to the world why we are the capital of rum," said Maite Jordán, Director of the Rums of Puerto Rico Program.

The event will take place between June 17 and 19. On those three days, Puerto Rico will have an exhibition in the *Grand Tasting Pavilion* with samples of our gastronomy and our best cocktails, made with Puerto Rican products.

"I am proud to be able to offer, with each dish, our flavor, our culture and highlight the things that make our Island feel and taste different. The goal is that they can taste a little bit of our Island in each bite and for that we combine traditional elements of local cuisine with modern flavors, always trying to maintain that seasoning that tells the palate that the bite is in its essence Puerto Rican," said chef Mario Pagán.

Also, Discover Puerto Rico will host a dinner for media and social media influencers specializing in gastronomy and tourism. In this portion of the schedule, about fifty people will learn about what the Island has to offer to tourists, our gastronomy, cocktails, and the Puerto Rican rums. Currently, around 70% of the rum consumed in the U.S. is produced in Puerto Rico.

This is the second time that Discover Puerto Rico participates in the Food & Wine Classic in Aspen. This event brings together the world's most outstanding winemakers, chefs, and culinary influencers. In addition to cooking demonstrations, wine tastings, and discussions panels with chefs and world-class wine experts, participants can take part in several cooking workshops. Last year about 3,000 people attended the event.

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