



PRESS RELEASE

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**PRHTA INTRODUCES PUERTO RICO
AS THE GASTRONOMIC CAPITAL OF THE CARIBBEAN WITH
SABOREA PUERTO RICO: A CULINARY EXTRAVAGANZA**

The Puerto Rico Hotel and Tourism Association (PRHTA) introduced **Saborea Puerto Rico: A Culinary Extravaganza**, the landmark gastronomic event that will launch the island's culinary arts internationally and will be held at the Carolina Blue Flag Beach from April 4 through 6 of this year.

Saborea Puerto Rico, translated as "Savor Puerto Rico," is the culmination of more than three decades of work by PRHTA to promote and stimulate the growth of the tourism industry's gastronomic sector throughout the island, which is now known internationally as the Gastronomic Capital of the Caribbean.

"Puerto Rico is *the* gastronomic tourism destination in the Caribbean, and this is due to many factors. We have developed a world-class gastronomic industry with chefs of international repute, and the Puerto Rico Hotel and Tourism Association has been key to this process," PRHTA President Clarisa Jiménez explained.

Saborea will serve to elevate the talents and resources of the industry to a world-class level. It will showcase the best talents of the Puerto Rican kitchen – chefs, restaurants, food and beverage distributors, and other culinary arts personalities.

Scheduled activities include seminars, cooking demonstrations, wine tasting sessions, food and beverage tastings and children's cooking classes.

According to PRHTA Board of Directors President Rick Newman, "beyond promoting the gastronomic sector and attracting international tourists for the weekend, which certainly are fundamental objectives of this event, the reality is

that Saborea will help make our tourism industry employees even more professional.”

Part of the funds generated by Saborea will be used by the PRHTA Educational Fund to provide trainings and certifications for new people in the hospitality industry and for employees who are already working in this sector.

Saborea Puerto Rico will be held April 5 and 6, 2008, at the Blue Flag Public Bathing Beach in Isla Verde, Carolina.

The event’s spokespeople are the distinguished chefs of island cooking – Augusto Schreiner, Ariel Rodríguez, Nelson Rosado and Giovanna Huyke. Well known television and Puerto Rican cooking personality, Cielito Rosado, will also participate, Jiménez announced.

Saborea Puerto Rico Executive Director Barbara Mari added the primary sponsor for the landmark event is the Puerto Rico Tourism Company. Other important sponsors are the City of Carolina, which is the host city, Preferred MasterCard, and Puerto Rican Rums.

For tickets and more information, access www.saboreapuertorico.com.

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The Puerto Rico Hotel and Tourism Association is the organization that represents the private tourism sector in Puerto Rico. Founded in 1950, the Association has 550 corporate members, among them large, medium and small-sized hotels; restaurants; airlines; and other businesses that serve tourism in Puerto Rico.

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