

TASTE *of the* CARIBBEAN

A SHOWCASE OF CARIBBEAN CUISINE

JUNE 6-10, 2016



HYATT REGENCY
MIAMI

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‘TASTE OF THE CARIBBEAN’ 2016 TO PRESENT ECLECTIC MENU OF TRAINING OPPORTUNITIES FOR FOOD & BEVERAGE PROFESSIONALS

Educational Seminars Slated For June 7 & 8, Johnson & Wales University to Offer Expertise

MIAMI, FL (April 25, 2016) – Food and beverage professionals, managers and students from all facets of the culinary trade will have the opportunity to strengthen their skills and build industry knowledge through the educational programs being presented June 7 and 8 at this year’s Taste of the Caribbean (#CHTATaste2016). Staged by the Caribbean Hotel and Tourism Association (CHTA), Taste of the Caribbean will take place at the Hyatt Regency Miami, June 6 – 10, 2016.

Each educational session will be conducted by leading industry culinary professionals ready to showcase the latest food and beverage trends and marketing strategies designed to boost profitability and improve culinary offerings.

“These industry-trend focused educational sessions provide hoteliers, restaurateurs, and food and beverage professionals the opportunity to hone their skills to help increase the success of their businesses.”-said Karolin Troubetzkoy, president of CHTA

CHTA has partnered with Johnson & Wales University as the Education Institution for Taste of the Caribbean 2016. As part of this partnership, Johnson & Wales will be facilitating three of the sessions to be presented at the event. “We are so pleased to have Johnson & Wales University on board for this year’s event and know they will offer great value to the educational component,” noted Troubetzkoy.

“We truly value our partnership with the Caribbean Hotel and Tourism Association, and are proud to be a part of the Taste of the Caribbean,” said Larry Rice, Ed.D., president of Johnson & Wales University North Miami Campus. “Johnson & Wales University is home to one of the region’s leading hospitality programs, and it is our pleasure to welcome food and beverage

professionals to participate in educational sessions that will enhance their knowledge of the industry.”

Educational sessions for Taste of the Caribbean 2016 include:

TUESDAY, JUNE 7, 2016

Global Trends (9:30 – 10:45 a.m.)

This session will outline the major global food trends and “game changers” that are shaping the industry as well as projections for the coming decade. Attendees will receive insights into how these trends and opportunities apply to the Caribbean market, current business operations and revenue opportunities.

The Anatomy of a Menu (10:50 a.m. – 12:05 p.m.)

Creating and designing an appealing menu is both a science and an art in the food and beverage arena. An effective menu allows businesses to connect with customers and properly brand and promote culinary offerings in the most attractive way. Participants will learn how a menu should be developed for cost efficiency, as well as optimum taste and nutrition.

The Art of Plating: Flavor is Just Half the Battle (1:30 – 2:45 p.m.)

“We eat with our eyes first!” During this session, industry professionals will share their knowledge and techniques to create and serve food that is both pleasing to the eye *and* the taste buds. Angles, perspectives and movement are essential in creating a perfectly balanced and irresistible dish, and this program will show creative ways to work with foods notoriously difficult to style, how to choose the right props for certain foods and the best angle to serve dishes to heighten appeal.

Session facilitated by Johnson & Wales

Healthy Menu Trends: Dishing up Good Nutrition (2:50 – 4:05 p.m.)

Over the past decade, consumers have become savvier about the connection between food and health. They are demanding dishes that are both healthy and delicious. Plant-based, vegan, vegetarian, paleo, low carb, low fat...how can you meet the demanding needs of all diners? This session will explore current diet trends, how these trends can be incorporated into menu design, the health benefits, and products that can assist in achieving greater nutrition diversity on menus without starting over completely.

WEDNESDAY, JUNE 8, 2016

Session facilitated by Johnson & Wales

Road to Profit Improvement: Cost Control and Purchasing (9:00 – 10:15 a.m.)

As the food and beverage industry becomes globally competitive, leaders at all operational levels are constantly required to implement sustainable cost reductions strategies to improve profit. Traditional methods of cost reduction often fail over time if a spend culture is not addressed and a strong foundation for cost reduction activities is not established.

This presentation will highlight how leaders can effectively manage the cost of operations and cost of capital. Using primary research from the food service industry, the audience will work together to solve some of the most complex issues companies currently face when it comes to managing costs and profitability.

Session facilitated by Johnson & Wales

Innovative Products and Technology for the Food Service Industry Today (10:20 – 11:35 a.m.)

The need for restaurant technology has sky-rocketed over the last five years, and the demand is growing exponentially. The food service employee and consumer has the world at their fingertips and industry leaders are eagerly working to meet those internal and external customers' needs. Discover some of the latest products and innovative technologies that can move hurdle business beyond core capabilities and drive business down new paths.

This presentation will showcase some of the exciting tools and technologies that can help businesses succeed through training, innovation and efficiency.

Registration

Full event registration, applicable to hoteliers, government entities and food/beverage professionals attending the entire duration of the event, is US\$125 for CHTA members, US\$155 for non-members and US\$75 for students. Fully registered delegates can purchase tickets for the Awards Ceremony (US\$70 per ticket), Taste of the Islands (US\$40 per ticket) and the Competition Lunch and Competition Dinner (US\$50 per ticket, per meal). Individual pricing is available by event.

Competition meals will be prepared by culinary teams from Anguilla, Bahamas, Barbados, Bonaire, Curacao, Jamaica, Puerto Rico, St. Lucia, St. Maarten, Suriname, Trinidad and Tobago, Turks and Caicos, and the U.S. Virgin Islands.

CHTA has arranged a group rate of US\$149 plus taxes and service charges, (run of house, single or double occupancy) per night, at the Hyatt Regency Miami. The group rate is available until May 20, 2016, and reservations can be made via this [link](#).

Taste of the Caribbean is staged by CHTA in conjunction with host sponsors *Interval International* and *JetBlue Getaways*, event sponsor *Clear Channel Airport Division*, and event and product sponsor *Certified Angus Beef*.

Companies interested in increased exposure to the Caribbean hospitality industry should contact Matt Cooper, chief marketing officer, via matt@caribbeanhotelandtourism.com or (305) 443-3040.

For additional information about Taste of the Caribbean, email events@caribbeanhotelandtourism.com or visit <http://www.caribbeanhotelandtourism.com>, <https://twitter.com/CHTAfeeds> and <http://www.Facebook.com/CHTATasteoftheCaribbean>.

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