

**MINISTRY OF TOURISM**

**LAUNCH OF 2<sup>ND</sup>  
ANNUAL ANGOSTURA  
RUM FESTIVAL 2011**

**FEATURE ADDRESS**

**MRS. MELBA DEDIER  
PERMANENT SECRETARY  
MINISTRY OF TOURISM**

**Date: Thursday September 15, 2010**  
**Venue: House of Angostura, Laventille**  
**Time: 11.00am**

- Mr. Wayne Yip Choy, Chief Executive Officer of Angostura Limited
  - Mrs. Giselle Laronde-West, Senior Manager Corporate Communications, Angostura Limited
  - Members of the Media
  - Ladies and Gentlemen
- 

Pirates have fought over it and connoisseurs covet it. Rum has always enthralled the passions of mankind.

I am delighted, therefore, to be here this morning at the historic House of Angostura to formally launch the second annual Rum Festival.

I apologise for the absence of our Minister of Tourism, Dr. the Honourable Rupert Griffith, who is attending the weekly Cabinet Meeting as we speak.

Last year saw in excess of 6,000 persons attending the three (3) day rum festival and, from my personal observation at that time, people thoroughly enjoyed the sampling of rum drinks created by celebrity mixologists, the educational displays, cocktail and food samplings, museum tours as well as exclusive lectures to learn more about what makes our rums so special.

The Angostura Rum Festival provides patrons with the opportunity to show local pride and celebrate Trinidad and Tobago's centuries-old rum industry. This celebration of some of the finest rums in the world has certainly become a mainstay on our events calendar.

The Angostura Rum Festival is an ideal platform to showcase our islands' gastronomic delights.

And it is very opportune that it is taking place within National Tourism Month. As some of you may be aware the Minister of Tourism declared September as National Tourism Month in commemoration of World Tourism Day,

the theme of which, this year, is “**TOURISM: LINKING CULTURES**”.

During this month we will be showcasing the heritage, culture and traditions of Trinidad and Tobago as these are what bring villages and communities together.

Rum, a by-product of our sugar heritage, plays a significant part in the culture of Trinidad and Tobago.

How many of us recall the famous calypso and monster US Billboard hit “**Rum and Coca-Cola**” created by Lord Invader and sung in 1945 by the Andrew Sisters of the United States of America.

The beverage industry supports a wide range of tourism generating festivals. Drinks industry sponsorship also supports a range of sporting events which generate both domestic tourists and international visitors.

By virtue of its outstanding success in the international rum industry and the overwhelming results of some of its campaigns and events such as the Global Cocktail Challenge, Angostura Limited has flown the Trinidad and Tobago flag high.

The company's world renowned range of rums and that of its unique aromatic bitters have contributed to a positive awareness and visibility of destination Trinidad and Tobago and support the tourism marketing effort.

Angostura Rum is the world's most awarded rum range having the most Rum Masters medals to date. Angostura's rum portfolio has won a total of 11 Rum Masters awards with two in 2009, four in 2010 and five at this year's awards ceremony.

At this year's Rum Masters Awards, Angostura was awarded the highly coveted Masters Medals for Angostura 1824 and Angostura seven-year-old. Gold medals were

given to Angostura 1919, Angostura five-year-old and Angostura Reserva.

But as sterling a track record as Angostura has in the rum industry, this company is more than that.

Angostura is inextricably linked to our cultural heritage and is an integral part of our tourism product. In April this year, Trinidad and Tobago was authenticated as a Heritage Tourism Destination by Travel Professionals of Colour (TPOC). TPOC is a US based association of travel agents and other tourism business organisations. Our engagement with TPOC will strengthen our marketing initiatives in the United States and enhance our Heritage Tourism niche.

Angostura Limited has a heritage and history all its own, which adds to our rich cultural diversity, which makes them a permanent part of our tourism landscape.

In addition, Angostura is a strong supporter of local culture, an outstanding corporate citizen and g an unstinting champion of the Laventille community.

The Ministry of Tourism and Angostura have also enjoyed a good relationship through the years as Angostura has been a sponsor of our award winning National Culinary Team. We look forward to a continuing cordial and productive relationship.

All of that having been said, it is now my distinct pleasure to formally launch the second annual Angostura Rum Festival.

Thank you.

September 14, 2011