

**BARBADOS
FOOD
& RUM
FESTIVAL**

OCT 27 - 30 2022

**Event
Overview**



Barbados Food & Rum Festival 2022

It is the most delicious time of the year. The Barbados Tourism Marketing Inc. (BTMI) presents the Barbados Food and Rum Festival 2022. Food and Rum has become one of the most sought-after festivals in the world, featured in top publications such as The New York Times, E! and Food + Wine magazine; and attracting over 5,000 visitors and Barbadians over the Festival weekend.

In 2019, we celebrated our 10th anniversary of the event, with a high-energy finale at Ilaro Court, the Prime Minister's official residence. Now, after a two-year hiatus, the Festival returns better than ever!

Slated for October 27th - 30th 2022, the 11th Edition of the Festival will include: top chefs from around the world; a focus on our local award-winning chefs and mixologists; mouth-watering creations to tantalize the senses; and a medley of exciting local entertainment to keep the party going all weekend.



Feed the Future

The theme for this year is “Feed the Future”, highlighting our commitment to ensuring the ongoing development of Barbadian culinary talent.

Part proceeds from this year’s festival events will go directly to funding two secondary school students’ culinary degrees at The Jean and Norma Holder Hospitality Institute and Hotel PomMarine; and one PomMarine student’s dream to further their studies abroad at a celebrated international culinary institution.

Sponsors and patrons will feel a sense of pride knowing that by being a part of the Festival, they are supporting the dreams of Barbados’ future culinary stars.



Why Partner?

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11 Ongoing Years

20+ Festival Events

22M+ Global Impressions

2K+ International and Local Attendees

\$100K+ Benefiting Barbadian Culinary Students

20+ Top International Media and Influencer Attendees

50+ Local and International Culinary & Industry Experts



Festival Events

'Dine with a Bajan' Series

Average Bajans get the opportunity to show other Bajans and visitors their tricks of the trade.

Dine Around Restaurant Series

All restaurants invited to participate, offering daily specials via QR code, and collecting insightful data to inform future executions of the Food and Rum Festival.

Community Pop-up and Rum Shop Series

Ensuring that we drive business to the community food eateries and rum shops around the island throughout the year.

Farmers Market Pop-up Series

Highlighting the uniqueness of our Farmers Markets and bringing international attention to these Bajan traditions and vendors.

Jr. Chef Cook-Off Series

Ensuring that we create a space for future Bajans to grow and excel in the culinary arts. This will incorporate a 'give-back' element, offering three (3) BTMI Culinary Scholarships partly funded by proceeds from the Food and Rum Festival.

Food Security and Sustainability Seminar

Hear from experts in the field as they uncover the facts about Barbados' food security position as a Small Island Developing State (SIDS). See how you can be a part of the movement to make a difference in how we sustainably use and connect with our food and food sources.



2022 Signature Festival Events

Thursday

Festival Opening at Oistins Fish Fry

Enjoy a melting pot of flavours in this open-air fish fry under the stars. The Festival kicks off with exciting activities and opportunities to win prizes in Barbados' most talked about unique foodie spot.

Friday

Morning: Chef Classics

Learn from the best at our Food and Rum cooking demos in an intimate setting. Engage with award-winning chefs as they share their tips and tricks of the delicious trade.

Night: Rum Route

An exciting street party with access to all restaurants and bars in the Gap with Food and Rum specials. Dance all night to local entertainment with a street parade and highly anticipated in-house performances.

Saturday

Morning: R&R: Rise and Rum Breakfast Beach Party

Featuring local food, rum, and entertainment against the picturesque backdrop of one of Barbados' best beaches.

Night: Restaurant Dinners Hosted by Acclaimed Chefs

Themed dinner seatings hosted by renowned chefs at Barbados' finest restaurants. Local entertainment will keep guests rocking through the night.

Sunday

Morning: Cask: The Story of Rum

These rum tastings offer a unique opportunity to sample one of the world's finest spirits in the birthplace of rum.

Night: Liquid Gold Feast

This dynamic event will close the Food and Rum Festival in an evening of elegance and opulence. The food and fashion will be decadent as we ring out the best of Food and Rum 2022 in style.



Rum Route

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There's no party like a St. Lawrence Gap party!

Friday night the Gap comes alive with the tantalizing tastes and sizzling sounds of Barbados in the ultimate street party affair.

Patrons can sample the culinary delights of over 10 restaurants, and enjoy from a selection of specialty rum cocktails at the resident bars.

Look out for the **"Riddim Section"** Street Parade featuring a cultural mashup of Barbados' best entertainers in a roving carnival with plenty giveaways and sweet treats.



Rise & Rum The Breakfast Beach Party

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Grab your sunnies and sundresses and enjoy a mouthwatering spread of your breakfast faves on the beach.

Sip on gorgeous rum cocktails as you party the morning away against the picturesque backdrop of one of Barbados' best beaches.

18+ Only

VIP Cabanas



Liquid Gold Feast

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Well-dressed cocktails and tempting treats will be the theme of this dynamic gala to close the Food and Rum Festival in an evening of elegance and opulence.

Both food and fashion take centre stage as we ring out the best of Food and Rum 2022 in style.

Enjoy a red carpet welcome and fashion row. Dance to the rhythms of jazz-infused entertainment featuring local and international stars. Marvel at specialty handcrafted Bajan chocolate and dessert bar with chocolate fountain.

18+ Only

Red carpet welcome and fashion

Jazz-infused entertainment feat. top performers

Specialty handcrafted Bajan chocolate and dessert bar with chocolate fountain



Marketing & Public Relations Plan

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To ensure the success of the Barbados Food and Rum Festival, the BTMI will deploy an integrated marketing and public relations strategy, targeting food and culture enthusiasts. The strategy will be concentrated in Barbados' primary source markets of the Caribbean, USA, Canada, U.K., Europe and Latin America.

The 2022 / 2023 Barbados Food & Rum Festival Title partner will have access to:

- First ever partnership with Condé Nast and Bon Appetit: Reaching over 22 million culinary travellers globally (Top US based publication)
- 16-week advertising campaign across the 5 markets: Caribbean, USA, Canada, U.K., Europe and Latin America
- Targeted global digital advertising across the 5 markets
- Partnerships with top global social media influencers and travel-related companies
- Promotion on BTMI social media platforms including Facebook, Twitter, Instagram, TikTok and YouTube
- Restaurant and similar culinary partnerships across the 5 markets
- Pop-up promotions in high traffic areas across the 5 markets
- Press releases and updates in top media publications around the world
- Over 20 visiting international media and influencers attending the Festival
- Local Out of Home, Radio and Print advertising



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