



**For Immediate Release – 1 December 2021**

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## TASTE THE BEAN – CARIBBEAN COFFEE

A PROJECT BY 'TASTE OF THE CARIBBEAN' FESTIVAL

Montreal (December 1<sup>st</sup>, 2021) – Taste of the Caribbean (TOTC), Quebec's largest free 4-day outdoor Caribbean festival, is proud to announce its newest project launch across Canada: **TASTE THE BEAN – Caribbean Coffee**. Imported as green beans directly from the farmlands of **Jamaica, Haiti, and the Dominican Republic**, our new and authentic coffee brand is freshly roasted locally in Montreal in small batches, by a secret Master Roaster; to maintain a top artisan freshness product-type of the highest industry standards. The high quality of the **Jamaican Blue Mountain Coffee** specifically places it way above Fairtrade standards and in the **top 5 coffees of the world**. We deliver anywhere in Canada via online ordering at [tastethebean.ca](http://tastethebean.ca) and soon across North America and Amazon.

The coffee project will further fulfil TOTC's mission of promoting authentic Caribbean culture across Canada, as we look forward to a future in-person festival once again. In the meantime, enjoy some freshly roasted Caribbean coffee! 😊

Please see our promo video here: [https://youtu.be/o\\_ettRF--go](https://youtu.be/o_ettRF--go)

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### ABOUT – Taste the Bean – Caribbean Coffee

What started out as a side project to replace lost revenues due to the recent gov't lockdowns, has now turned into a full-blown operation and a long-term project. Our Coffee brand imports green coffee beans directly from the farmers in the Caribbean, roasts them locally in Montreal by a Master Roaster, to maintain freshness longer and prepped for shipping. Our featured product, *Jamaican Blue Mountain Coffee*, is in the top 5 best coffees in the world according to industry polls and way above Fairtrade standards as well.

**Official website:** <https://tastethebean.ca>

**Facebook:** <https://www.facebook.com/TasteTheBean.ca>

**Instagram:** <https://www.instagram.com/tastethebean.ca>

### ABOUT – Taste of the Caribbean (TOTC Festival)

TOTC's mission is to promote the diversity of Canada's Caribbean culture to all audiences; to form a better understanding and integration between cultures, as well as to influence Canadians of non-Caribbean



descent to eventually travel to the Caribbean region, while at the same time, direct them to visit local Caribbean outlets in Canada, such as: live performances/events, restaurants, retail stores, art galleries, related e-commerce sites of imported products, etc.

What started out back in 1999 as a small 1 day all-you-can eat indoor ticketed food event, has now transformed into a large 4-day FREE outdoor music, arts, food, and culture festival, which also features several live international performing artists/bands within a special ticketed concert zone. From Jamaica's famous reggae sounds and jerk chicken dishes to the spiced rums and soca artists of Barbados and Grenada, we invite you to come and submerge yourself in the Caribbean culture, right here at the Old-Port of Montreal!

*A Taste of the Caribbean* is an exotic experience for all your senses!

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### CURRENT NEWS @ A GLANCE

**What:** TOTC Festival launches *Taste the Bean – Caribbean Coffee* project across Canada

**Where:** Canada, for now...

**When:** December 2021

**Who:** Taste of the Caribbean [festival] for 'Taste the Bean' project

**How:** via website and social links, for now...

**Web:** <https://tastethebean.ca>

**Web:** <https://totc.ca>

### Social Media

- Facebook: <https://www.facebook.com/TasteTheBean.ca>
- Instagram: <https://www.instagram.com/tastethebean.ca>
- YouTube: [TOTC – Taste of the Caribbean](https://www.youtube.com/TOTC-TasteoftheCaribbean)

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