



For Immediate Release – 9 May 2023

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TASTE OF THE CARIBBEAN FESTIVAL – RUM EDITION, IS BACK!

JULY 6TH-9TH, 2023 @OLD-PORT OF MONTREAL (Clock-Tower Quay)

FREE ENTRANCE

Montreal (May 9, 2023) Taste of the Caribbean (TOTC) festival, in a proud new collaboration with **Amarula** and returning collaborator **Pepito's** and their addition of **Carib** (popular Caribbean beer), is back this year with its ever-popular **Rum Edition** theme on from **July 6th to the 9th** of 2023, at the **Old-Port of Montreal (Clock-Tower Quay)**. *"We are very happy to add **Amarula** and **Carib** to our roster of collaborators; we have always wanted to work with these brands!"* – Festival Producer.

In addition, the festival will help to launch a new Caribbean-themed product [Omerto Cocktail](#); a special cocktail blend of ginger and tomatoes. **Del Monte** exotic juices and **ESKA** water will also be on-site to keep everyone hydrated.

The festival entrance will be **FREE from 12pm noon to 11pm** daily, and will feature live cultural performances by various Caribbean genres of music on a new main stage setup, as well as several other on-site activities, such as: a rum zone, a 'One Love' educational workshops tent, a kids area, a special VIP Terrace Experience with *tapas* by Chef Jae Anthony ([Top Chef Canada](#)) of [Tropikal](#), several dance sessions, and more.

Here is the breakdown of activities:

- **Main Stage:** Festival goers can join in on interactive dance workshops and watch electrifying live performances. Some of the live performances are brought to you by [Stages Canada](#), which consists of various Caribbean artists from Montreal and Toronto.



- **Rum Zone:** Back by popular demand on an annual basis, the Rum Zone has become a great way to discover Caribbean rums! Visitors can pick from a variety of rum tastings sets, which includes but not limited to some of our sponsors: **Mount Gay Rum** and **3 Lacs Distillery**.

- **VIP Terrace Experience:** NEW this year, this elevated VIP terrace will include 2 cocktails, Mount Gay rum-infused *tapas* by Chef Jae Anthony of Tropikal (Top Chef Canada contestant), a private bar, view of main stage, covered lounge area and the occasional mixology by our rum ambassador Gabrielle Panaccio. [Tickets](#) available soon.

- **Food Zone:** Visitors can travel the islands through their taste buds by sampling traditional and fusion dishes. Vendors will be serving up a variety of dishes, desserts and homemade juices from Haiti, Jamaica, Martinique, Guadeloupe, Trinidad and more!



- **‘One Love’ Tent:** A Caribbean educational and historical area; activities in this tent will feature music business workshops, financial workshops, history books’ presentations, as well as full screenings of our 42 web-series episodes which were filmed and produced during the lockdowns’ virtual editions.
- **Kids Zone:** A pirate bouncy castle with a full inflatable drum-kit game (and more), will keep the children entertained as you sip on our very own [Taste the Bean](#) Caribbean coffee.

ABOUT – Taste of the Caribbean (TOTC)

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.

A [Taste of the Caribbean](#) is an exotic experience for all your senses!

@ A GLANCE

What: A four-day Caribbean cultural festival featuring live music, dance, food, rum, arts, and more.

Where: Clock-Tower Quay, Old-Port of Montreal (STM: metro Place D’Armes)

When: July 6th-9th, 2023 (12PM-11PM daily)

Who: Full Festival Schedule <https://totc.ca/schedule> will be announced soon...

How: FREE Entrance to Festival site (only the VIP zone requires paid [tickets](#))

Web: totc.ca

Social Media

- FB: <https://www.facebook.com/ilovetotc>
- IG: <https://www.instagram.com/ilovetotc>
- TWITCH: <https://www.twitch.tv/ilovetotc>
- TWITTER: <https://twitter.com/ilovetotc>
- AUDIUS: <https://audius.co/ilovetotc>
- SoundCloud: <https://soundcloud.com/ilovetotc>
- YouTube: <https://www.youtube.com/@ilovetotc>

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