



**For Immediate Release – 30 May 2023**

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## VIP EXPERIENCE TERRACE @Taste of the Caribbean Festival!

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

FREE SITE ENTRANCE (VIP \$36.99)

**Montreal (May 30, 2023)** Taste of the Caribbean (TOTC) festival introduces a special **VIP Terrace Experience** section inside the Rum Zone. While access to the festival site grounds remains free, the new VIP section includes certain perks (listed below and on our [website](#)), for only **\$36.99** accessible daily between **5pm-11pm**. Tickets may be purchased in advance at [totc.ca/tickets](http://totc.ca/tickets) or on-site (capacity is limited).

This elevated VIP terrace section includes 2 cocktails, **Mount Gay** rum-infused *tapas* by **Chef Jae Anthony of Tropikal** (a **Top Chef Canada** contestant), a private bar, view of the main stage, covered lounge area and the occasional mixology demonstration by our rum ambassador **Gabrielle Panaccio** of **3 Lacs Distillery**.

### 2023 Announcements:

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 from **July 6<sup>th</sup> to the 9<sup>th</sup>** of 2023, at the **Old-Port of Montreal (Clock-Tower Quay)**.

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 well hydrated, as well as **SLEEK Recovery** to keep you alert in the morning.

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, several dance and percussion 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**, **3 Lacs Distillery** and recently added **Flor de Cana**.



- **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 via its festivals' musical live performances, arts, food, and related activities; 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.

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

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## @ 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 6<sup>th</sup>-9<sup>th</sup>, 2023 (12PM-11PM daily)

**Who:** Full Festival Schedule <https://totc.ca/schedule> and VIP Terrace details

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

**Web:** [totc.ca](https://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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#ilovetotc

FESTIVAL *Rum Edition Rhum*

EN COLLABORATION AVEC  
IN COLLABORATION WITH



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IN COLLABORATION WITH



#ILOVETOTC  
TOTC.CA/TICKETS

EXPERIENCE VIP EXPERIENCE  
TOUS LES JOURS 5 À 11 / DAILY 5PM-11PM

JUILLET  
6-9 JULY  
2023



*Chef  
Joe Anthony*



@VIEUX-PORT DE MONTRÉAL - QUAI DEL'HORLOGE

- 2 COCKTAILS AU RHUM MOUNT GAY / 2 MOUNT GAY RUM COCKTAILS
- TAPAS/HORS-D'ŒUVRE INFUSÉS À MOUNT GAY / MOUNT GAY INFUSED TAPAS/HORS-D'ŒUVRE
- TERRASSE SURÉLEVÉE COUVERTE AVEC TABLES DE CROISEUR ET TABLES DE PATIO/PARASOLS / ELEVATED COVERED TERRACE WITH CRUISER TABLES AND PATIO TABLES/UMBRELLAS
- VUE DE LA SCÈNE PRINCIPALE / VIEW OF MAIN STAGE
- BAR PRIVÉ / PRIVATE BAR

36,99\$ / \$36.99

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