



LA MARTINIQUE

FOR IMMEDIATE RELEASE

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HABITATION CÉRON, THE NOT-TO-BE-MISSED ECO FRIENDLY SITE, AT THE CROSS ROAD OF MARTINIQUE'S HERITAGE



NEW YORK (June 2, 2016) – A former sugar cane plantation estate dated from 1658, Habitation is now an eco-friendly tourist site located in the outskirts of scenic Le Prêcheur. This natural site offers discovery trail itineraries through majestic gardens and rivers. Its sugar and cassava refinery ruins are still standing, a testament to the island's remarkable history. Nestled between Martinique's majestic mountains, fine volcanic black sand beaches, and rivers, the estate backs up against an Integral Biological Reserve.

At Habitation Céron, cocoa trees are regularly planted as part of the revival of the cocoa production in Martinique. Once the estate's cocoa beans are harvested, they are roasted and then ground in order to either make 100% pure cocoa sticks or transformed by "Lauzéria", a renowned chocolate manufacturer in Martinique, in order to make exceptional chocolates that can be savored at Céron.

With its crayfish pools, its cocoa tree plantation, and its vegetables on site, Habitation Céron is ecofriendly and agro-tourism oriented. Boasting its unique location, the onsite restaurant is located in the heart of the rainforest, between the river bank and the beach. Its specialty is its fresh crayfish (fished straight out of the pond and cooked on the griddle), but it also boasts a creative and high quality selection of local produce, from the estate's home-grown fruit and vegetables to the fishermen's fresh assortment of fish. For a delicate mix of French and Caribbean style, this is the place to be.

Not-to-be-Missed:

Habitation Céron is home to 300 year-old famous Zamana tree, classified as the largest visible tree of the Lesser Antilles and nominated for France's tree of the year 2016.

Open 7 days a week from 9:30 am to 5 pm.

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For more information about Martinique, please visit www.us.martinique.org.

About Martinique (www.martiniquepresskit.com)

The Caribbean Island with French Flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – Martinique ranks among the most alluring and enchanting destinations in the world. As an overseas region of France, Martinique boasts modern and reliable infrastructure – roads, water and power utilities, hospitals, and telecommunications services all on par with any other part of the European Union. At the same time, Martinique’s beautifully unspoiled beaches, volcanic peaks, rainforests, 80+ miles of hiking trails, waterfalls, streams, and other natural wonders are the equal of neighboring Dominica to the north and St. Lucia to the south, so visitors here truly get the best of both worlds. The currency is the Euro, the flag is Le Tricolour, and the official language is French, but Martinique’s character, cuisine, musical heritage, art, culture, common language, and identity are of a distinctly Afro-Caribbean inclination known as Creole. It is this special combination of modern world conveniences, pristine nature, and rich heritage that has earned for Martinique several notable distinctions in recent years, including being ranked in the Top 16 Places to go in 2016 by Condé Nast Traveler, named as a “Must-Visit” destination for 2015 by *Caribbean Journal*, “Best Caribbean Destination” by *About.com*, and “Top Caribbean Island for Delectable Dining” by *Caribbean Travel + Life*. The Bay of Fort-de-France, which fronts Martinique’s charming capital city, was also inducted into *The Club of The Most Beautiful Bays in the World*. Martinique’s storied history further stirs travel passions. Napoleon’s bride, Empress Josephine, was born and raised in Martinique, while the majestic Mt. Pelée volcano and St. Pierre, *The Pompeii of the Caribbean*, are found here.

A special place, to be sure, with so much to offer – *Martinique c’est magnifique!*

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