



LA MARTINIQUE

DRAFT ONLY

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MARTINIQUE CELEBRATES ITS WORLD RENOWNED RUM @ TI PUNCH CUP BY CLEMENT

3 continents, 10 countries for this first edition of the Ti Punch Cup



NEW YORK, NY (March 9, 2016) – The Habitation Clément, magnificent classified domain from the 17th century will host Friday March 11th the first edition of the Ti Punch Cup. This competition will gather international bartenders from 10 countries such as France, UK, Belgium, Denmark, United States, Greece, Hong Kong, Italy, Switzerland and of course the rum Capital of the world, Martinique.

The world final will take place at Habitation Clément which produces superb rum; it is now well known that Martinique rums are the only ones to benefit from the AOC label, known for the best wines and cheeses in France.

During this event, 3 bartenders from the US: Kayleigh Speck from Providence, Robert Crabtree from Houston and Christopher Amirault from Los Angeles will celebrate this piece of art which is Ti Punch made with three key ingredients: Rhum Agricole (White, Gold or Aged rum according to preference), Sugarcane syrup or natural raw sugar, and a twist of lime.

For more information about Ti Punch Cup <http://tipunchcup.com/>

For more information on travel to Martinique, please visit www.us.martinique.org.

About Martinique (www.us.martinique.org)

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!*