



MARTINIQUE NAMED 'BEST GOURMET ISLAND OF THE YEAR 2008'

Prestigious award presented by Caribbean World Magazine

Martinique's leadership position as the top Caribbean destination for culinary travel has been reaffirmed by *Caribbean World Magazine*, which recently named the island "Best Gourmet Island of the Year 2008." The prestigious award was presented during the 14th Caribbean World Annual Awards, held recently during World Travel Market (WTM) in London.

Muriel Wiltord, director Americas for the Martinique Promotion Bureau /CMT USA, commented on the award, saying: "Gastronomy is everything in Martinique; it is at the core of what makes Martinique a special place for special travelers. This award is a credit to our wonderful chefs, restaurateurs, hoteliers and everyone that continues to put their hard work and passion into offering a standard of culinary excellence that is second to none."

Martinique boasts a vibrant and eclectic culinary scene with local and international chefs elevating gastronomy to an art form. Traditional French cuisine is widely available throughout the island and rivals that found in Paris, but what really sets Martinique apart is its Creole flair. A sublime blend of African, Indian, European and Caribbean flavors, Martinique's Creole culinary creations keep visitors coming back again and again.

The Caribbean World Annual Awards, now in its 14th year, is firmly established among Britain's foremost award ceremonies and has become an exclusive club within Caribbean tourism. Honoring excellence among islands and services that provide comfort, entertainment and enjoyment for those who make the Caribbean their favorite holiday destination, the awards are determined by the editors of *Caribbean World Magazine* and its readers.

About Martinique (www.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) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Martinique is an overseas region of France, and in keeping with its traditions, this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. *La Route des Rhums*, a tour of the world's finest rum distilleries based on France's famed *Route des Vins*, is offered here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!*



For more information on Martinique, contact the Martinique Promotion Bureau /CMT USA, 825 Third Avenue, 29th Floor, New York, NY 10022 – Tel: 212 838 6887 – Fax: 212 838 7855 – Email: info@martinique.org – Website: www.martinique.org.