

Pavilion to showcase Jamaican products

For the first time a showcase of Jamaican manufactured food and beverages will decorate the pavilion named the "Jamaica Pavilion" which will be highlighted at the 14th annual Americas Food and Beverage Show. The two-day Food Expo begins on Tuesday, (Oct. 26) at the Miami Beach Convention Center in Miami Beach.

Billed as the largest food and beverage show in the Western Hemisphere focused on trade in that particular industry, the food and beverage show will highlight nearly 300 exhibits from 27 countries in North America, Europe, Asia and the Caribbean and Latin American region, and more than 6,000 participants including local and international food professionals.

Mrs. Berletta Forrester, Manager, Export Promotion, JAMPRO, said that for the first time Jamaica will have its own full-fledged space, a proper national identification earmarked - Jamaican Pavilion - at the yearly Food Expo, which is expected to attract a large number of retailers, distributors, and import and export agents. This area described as the "prime booth location" will occupy eight booth spaces encompassing the number of Jamaican manufacturers of food and beverages showcasing a variety of indigenous products. This, she said, "will mean higher visibility for those companies and products."

The significance of the Jamaican Pavilion could prove beneficial for local food manufacturers as the Food and Beverage Expo has grown slightly larger than last year affording more visibility to the national pavilion, according to Raul Morales of the Miami World Trade Center, coordinators of the event.

Among the assortment of authentic Jamaican products to be showcased this year, Mrs. Forrester informed that a number of those will be entered for awards in various categories, for example "Sauces and Condiments of the Americas" and "Energy Drinks of the Americas" among others.

Exotic Jamaican flavours and samples of beverages will include coconut water, juices, coffees, and teas, while other items displayed will be indigenous food products comprising sauces and condiments, packaged meals and snack items, and agro-processed foods.

As in previous years, JAMPRO will lead the Jamaican delegation which will include exhibitors from LASCO, Worthy Park Estates Limited, Grace Foods International, BnRS Holdings, Creation Foods, The Jerk Place and Restaurant Limited, Wisynco, and Coffee Solutions.

According to Mrs. Forrester, the presence of the Jamaican Pavilion is an indication of the increasing awareness of Jamaican products and gaining more visibility in growing foreign markets.

The agenda of activities will also include several networking sessions pertaining to sales and marketing, negotiating principles, export/import assistance programmes, health products trends in changing markets as well as regulations in the food and beverage industry.