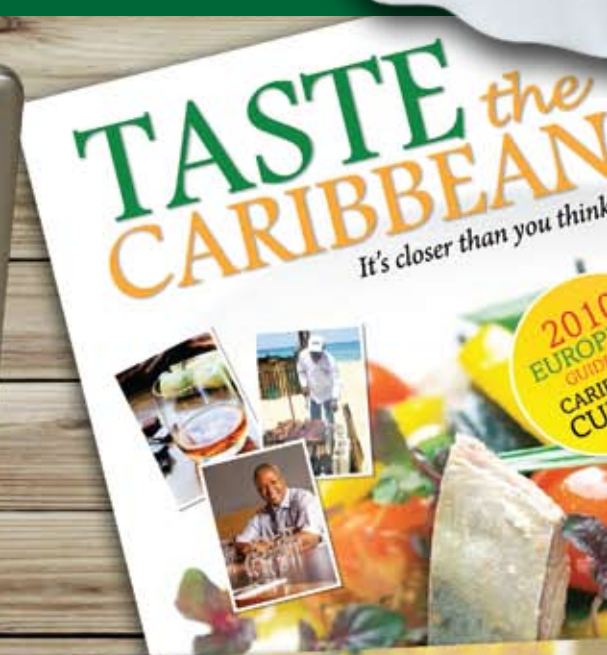
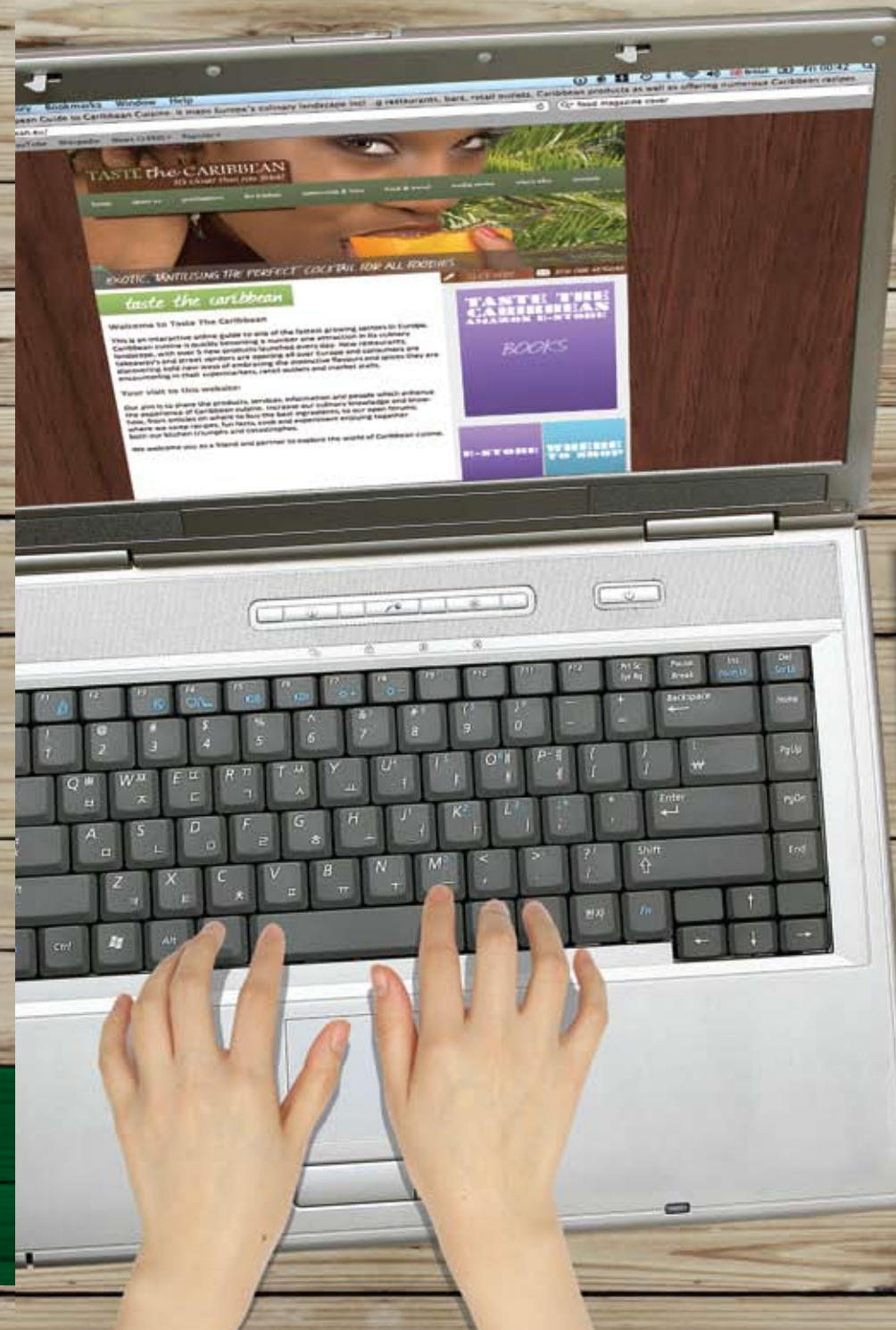


TASTE *the* CARIBBEAN

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MECHANICAL DATA				
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MARKET PROFILE	PRINTING								
<table> <tr> <td>Under 18</td><td>10%</td></tr> <tr> <td>18-30</td><td>25%</td></tr> <tr> <td>30-50</td><td>40%</td></tr> <tr> <td>50+</td><td>27%</td></tr> </table>	Under 18	10%	18-30	25%	30-50	40%	50+	27%	While 20,000 copies are printed for each edition, Taste the Caribbean is also available as an eMagazine for each edition utilising the latest online technological features to enhance the readers experience.
Under 18	10%								
18-30	25%								
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CONTENTS	DISTRIBUTION								
<p>Taste the Caribbean is produced by a team of 25 specialist multicultural writers from across Europe that are just passionate about food. They combine to create one of the most innovative publication which is now accepted as Europe's most definitive guide to Caribbean Cuisine.</p> <p>This publication is:-</p> <p>A companion Guide to Recipes, COCKTAILS and Kitchen Stories, illuminating individuals who are Passionate and creative in their pursuit of the ultimate Caribbean experience</p> <p>A Guide to Caribbean EATING & DRINKING PLACES in Europe including, Restaurants, Street Events, Take-Away Outlets, Bars,</p> <p>A Guide to Caribbean PRODUCTS including Drinks, Herbs & Spices , Fruit & Vegetables, Ready Meals, Bakeries and new product innovation in the Caribbean Food sector</p> <p>A Guide to the Ultimate Caribbean Experience in TRAVEL, HOTELS & the BEST DESTINATION in the Caribbean and around the world for food lovers wanting to experience the best in Caribbean cuisine</p> <p>A Guide to WHERE TO SHOP for Caribbean Products including Retail Outlets, markets and supermarkets as well as WHAT TO BUY</p> <p>A Guide to EDUCATION, TRAINING, AND BUSINESS SUPPORT OPPORTUNITIES in the Caribbean Food Sector</p> <p>A Guide to WHO IS WHO and the TRAIL BLAZERS who are taking Caribbean Cuisine to new heights</p>	<p>Distribution is managed by: Sweet Potato Press (Europe) Ltd and its agents</p> <p>The publication is available in:</p> <p>Newsagents & Newsstands, Bookshops Restaurants, Takeaway outlets, Retailers Supermarkets & Food Outlets, Events</p> <p><i>Note:- The publication is available in 10 countries across Europe</i></p>								
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STYLE	COVER PRICE								
<p>Taste the Caribbean is designed to be:</p> <p>Entertaining and informative</p> <p>Enticing with all the energy and vibes of the caribbean</p> <p>Quality driven with visually strong engaging images</p>	<p>£3.50/€4 – Print Version</p> <p>£2.50 /€3 – Digital Version</p>								

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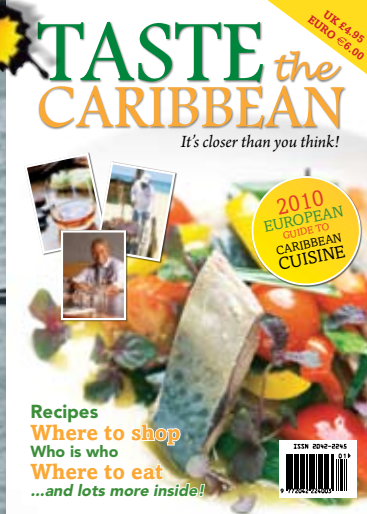
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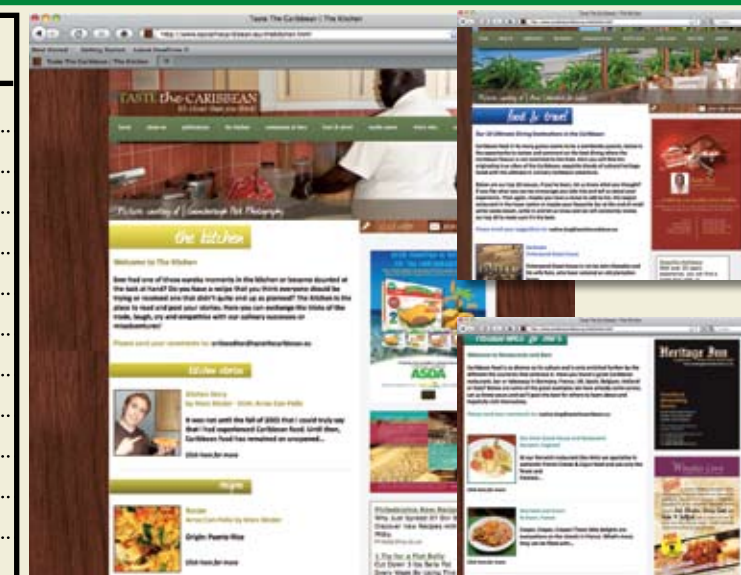
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Jamaica – one you know... you know. True for the whole island but never more true than about Jamaican food. This tiny island, just over 145 miles long, punches way above its weight when it comes to its influence on world culture. And Jamaica isn't pulling its punches when it comes to its cuisine.

From sizzling jerk chicken, to breadfruit and bammy, and even seven-course Epicurean feasts, Jamaica's distinctive cuisine is celebrated at colourful festivals throughout the country. Food festivals in Jamaica have become eagerly anticipated events, not only for those who love to cook, eat, and drink but also for anyone wishing to immerse themselves in the culture and history of the island.

Trelawny Yam Festival, Waller, 2010 – dates tbc)

The Trelawny Yam Festival is a cultural, heritage and food festival that is just shy of its 10th anniversary. It has become the standard bearer for all local food festivals, and boasts a number of events and attractions, culminating in a grand festive occasion on Easter Monday. Events leading up to the festival include: the Schools' Competition in February; Farmers' Field Celebration early March and a King and Queen pageant later on in March.

Old Harbour Fish and Bammy Festival, Kingston, October 2010 (dates tbc)

This annual event is held in the Old Harbour district, on the outskirts of the city of Kingston. Bammy - Cassava bread - is regarded with great respect by Jamaicans and is a part of the country's history and tradition. Seafood is another notable feature at the festival, as bammy is most commonly served with freshly caught fried fish. Visitors are encouraged to

Jamaica Food Festivals

Jamaica's Restaurant Week, Kingston, Montego Bay, Ocho Rios - 7-14 November 2009

Jamaica's Restaurant Week is a great excuse to visit the Caribbean's most vibrant island and eat out where the locals eat. Visitors and locals alike sample some of the nation's finest foods and experience the best dining spots in Kingston, Negril and Montego Bay for a fraction of the price. Showcasing the island's buzzing and sophisticated restaurant scene, the festival also gives the city's local restaurateurs a chance to demonstrate to visitors the inimitable warmth and hospitality for which the Jamaican people are renowned.

Portland Jerk Festival, Port Antonio - July 2010

Jamaica's class is jerk. A cook perfected by th former slaves fr this is a methoc and cooking m seasoning it wit method of slow pimento results and juicy dish. Jerk Festival, vi alike are invtec wide variety of fish, chicken an addition of con shrimp and lob traditional auth Vegetarian mee available. The some of the be on the island se the backdrop o most beautiful : locations in Jan portlandjerkfes

Breadfruit Festival, Bath, 1-31 August 2009 (Annual event)

The breadfruit comes from a spectacular tree which can be found almost everywhere in Jamaica. The historic town of Bath is home to Bath Botanical Gardens, where the breadfruit was first planted in Jamaica.

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Travel

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SAMPLE
CONENTS

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Drink

THE DIRTY DOZEN

"TIPS FROM TOP BAR MAN LEE RILEY"

Nothing says 'Caribbean' more than a cocktail. Many years ago a bar man gave me this recipe... Sit outside on balcony, fill glass with crushed ice, squeeze lime, hold glass up to the sky (best effect during sunset), pour rum or malibu or Curacao up to horizon, add Caribbean fruit juice to cover the sky (no overflow), stir smoothly, lean back & ENJOY! Maximum effect with bass-heavy dub reggae in the background.... Couldn't put it better myself!

CARIBBEAN CHAMPAGNE

1
1 tablespoon white rum
1 tablespoon crème de bananes
dash angostura bitters to top up chilled champagne (or sparkling wine)
1 slice (cut at an angle) banana (optional)
1 wedge pineapple (optional)
1 maraschino cherry

Pour rum, crème de bananes and bitters into a chilled champagne glass. Top up with champagne and stir gently. Decorate with banana, pineapple and cherry speared on a cocktail stick.

CARIBBEAN SUNSET

2
1/4 glass Archers
3/4 glass Malibu
2 oz Cranberry juice

Mix the Archers and Malibu together. Slowly pour the cranberry juice on top till it fills half the remaining space. Orange juice is then floated on the top
Very nice... Enjoy! (If you don't like Archers substitute Melon Liqueur instead.)

CARIBBEAN ICEBERG

3
25ml Koko Kanu
12.5ml midori melon liqueur
12.5ml pineapple juice
25ml lemon juice

CARIBBEAN BREEZE

4
3 oz Malibu
3 oz pineapple juice
1 oz grenadine syrup

Stir ingredients over 3 or 4 cubes of ice in a highball glass, and serve. (1 oz of vodka gives an optional additional kick but if using this substitute orange juice for the pineapple)

BACARDI MOJITO LEMON COCKTAIL

5
2 parts Bacardi Limon
1 part lime juice
1 part ice cubes
10 mint sprigs
1 lime slice
1 teaspoon sugar
top up soda water

Mash the mint and sugar together. Add the Bacardi Limon and lime juice and pour over the ice. Top up with soda water. Serve in a highball glass.

BANANA DAIQUIRI

6
2 parts Appletons rum
1 banana
caster sugar
1 part orange juice

Place 4 teaspoons crushed ice, 2 shots rum, 2 teaspoons sugar, 1 shot orange juice and a peeled banana in a blender. Blend for 10 seconds then serve in a cocktail glass.

Single Page
Spread

MONICA



Monica

Food has always been a great passion and being Oriental, I am known to eat anything, although being at the mercy of dinner ladies while I was in boarding school pushed it to the limit! It was against this backdrop that my curiosity about Caribbean cuisine was kindled.

I soon learned that my Caribbean friends looked forward to food parcels from my parents as much as I did. I'm a Peranakan, which is a cross culture between the Chinese and Malays; and we seemed to have similar delicacies and tastes for things like salt fish, goat curry, fried anchovies, strong spices, chillies, coconut, rice, etc.

But even with my friends coaching, my initial attempts in Caribbean cooking were highly flawed as I would always have too much of something or have cumin instead of cinnamon, curry leaves instead of thyme. However I was encouraged by the fact that, despite the criticisms and heavy debates amongst the various island representatives, they still polished off every meal I cooked.

My early favourites were salt fish and ackee, patties and goat curry. But Caribbean cookery is all about experimentation and passion so as time has gone on my confidence and repertoire has soared.

So today, with a career in the food industry, my passion is even stronger.

I am trying to find the best jerk marinade recipe, the best black-eye bean rice recipe and scotch bonnet chilli sauce, to add a Caribbean taste to my growing list of products. I have now created a great scotch bonnet and mango chilli sauce, approved by my Caribbean friends and parents of course, which will be released soon.

Please see Monica's mouth-watering recipes for jerk chicken and black-eye pea rice in this issue.

GRILLED JERK CHICKEN WITH BLACK-EYE COCONUT RICE

Ingredients

8 chicken thigh pieces
MARINADE
5ml / 1 tsp ground all spice
5ml / 1 tsp ground cinnamon
5ml / 1 tsp dried thyme
5ml / 1 tsp ground nutmeg
10ml / 2 tsp Demerara sugar
2 garlic cloves
20g onions
15g spring onions
15ml / 1 tsp vinegar
30ml / 2 tbs oil
15ml / 1 tsp lime juice (about half a lime)
1 hot red chilli
Salt and pepper

1 cup rice
1 medium carrot, diced
1 onion, diced
2 cloves garlic, crushed
120g tinned black-eye peas drained
1 cur coconut milk
1 cup water
1 tsp vegetable or chicken stock powder
30ml / 2 tbs oil
1 scotch bonnet chilli, diced
15ml / tsp dried thyme or sprig of fresh thyme
1 small green pepper, diced
Salt and pepper to taste

Method

1. Put onions, garlic, chilli, spring onions and blend coarsely with a tsp of oil. Mix this with the rest of the marinade ingredients.
2. Marinade chicken for 1.5 hours. Then bake, grill or bbq.
3. Meanwhile wash rice and leave to drain.
4. Parboil diced carrots, drain and leave to one side.
5. Crush black-eye peas coarsely.
6. Heat up saucepan, add oil and add onions, peppers and fry for about 10 mins and then carrots and garlic and fry for 15 mins. Add crushed black-eye and stir for 5 mins. Add rice and stir for about 10 mins. Add scotch bonnet chilli and thyme.
6. Add coconut milk, water and vegetable or chicken stock powder. Add salt and pepper and bring to the boil for 5 minutes.
7. Reduce to simmer with the lid partially over saucepan and when most of the water has evaporated, put lid over saucepan and turn off the heat after 5 mins.
8. Serve with a chilled light chopped tomato, spring onion and cucumber salad garnished with coriander.

Note from Monica: 'Always ensure you have scotch bonnet chilli and coconut milk as two of your basic store cupboard essentials.'



Keith Wallace

My Dad Keith Wallace

by Louise

My dad is old school Jamaica in every sense of the word. Dad was born in Clarendon and raised in St Katherine, Jamaica or 'upah bush' and he refers to himself as a 'country bwoy'.

Jamaican food is a big part of our family life, especially when we all get together and sit around the dining table that's laden with fried plantain, boiled dumplings, rice and peas, curry goat, dad's vegetables and mum's coleslaw.

But there are some Jamaican foods that only dad will cook and eat, like cow foot, tripe, pig foot, tun commel, fish tea, I could go on but I think you get my drift. I remember coming home one afternoon and following a pretty pleasant smell through the lounge into the kitchen. I lifted the lid on one of dad's giant pots to see a soupy mixture bubbling away, when I asked him what it was, he smiled and said, 'Cowfoot, it soon dun, yuh wah some?' Horrified I turned and walked out of the kitchen leaving him laughing behind me.

For as long as I can remember, dad has always had an allotment or home away from home as we call it. Nothing grows in his garden that he doesn't eat: pumpkin, spinach, cabbage, onions, potatoes, beans, plums, damsons, at any time you can look in the big chest freezer and find bags of chopped spinach, cabbage, pumpkin, even onions. These home-grown delights make the basis of many of his recipes. As he distributes this bounty among the family he often says, 'Unuh can never hungry, nuh true?' And he is right... my Dad's food is now a staple in my life.

Sometimes when I pop home during my lunch break, I'll grab a tub out of the freezer, pop it in the microwave and wait for the sweet smell of dad's home grown spinach and onion mixed with bacon bits to fill the kitchen and while I'm enjoying each mouthful, I think about those people tucking into their chips and sandwiches and I'm glad dad is 'old school' Jamaica.

If you would like to enjoy Louise's father's 'old school' recipes you can find them in this issue of Taste the Caribbean.



Cowfoot Recipe

Ingredients

One cow foot - cut into pieces by butcher
One tin or equivalent fresh butter beans
Two small or one large onion
One whole chilli pepper
Sprig of thyme
One garlic clove
Two teaspoons of curry powder
Half a teaspoon of salt

Method

1. Thoroughly wash the cow foot pieces in warm water
2. Chop the onions, garlic, chilli pepper and thyme then put into a bowl with the cow foot, curry powder, salt
3. Mix together thoroughly making sure the cow foot pieces are covered in the

seasoning

4. Let the mixture marinade for a few hours but preferably overnight
5. Heat a dutch pot with about a tablespoon of vegetable oil then add the contents of the bowl
6. Stir the mixture into dutch pot then cover and leave it until its tender**
7. Mix in a tin of butter beans or fresh butter beans
8. Leave to simmer for about 5 minutes

*If using fresh butter beans you must add them half way through cooking to give them time to cook.
**check the cow foot during cooking to make sure the pot doesn't dry out. If the pot does start to get dry add a little water. The pot must never be dry or your cow foot will be dry.
Season to taste before serving
Serve with white rice and vegetables



Fish Tea Recipe

Ingredients

Sprig of thyme
2 small onions
Cho cho
3 carrots
Dumplings - plain flour, pinch of salt, water
Goat fish, cod or bream

Method

1. Wash the fish with lemon or lime and clean the insides
2. Put the fish and salt in a pot with some water and boil until tender
3. Make some small dumplings, about the size of your index finger*
4. Remove fish from pot, leaving the water
5. Bone the fish and return to the water
6. Add the onions, thyme, cho cho, carrots and dumplings to the pot
7. Simmer until vegetables are cooked

*mix some plain flour, salt and water in a bowl (add the water gradually and knead the mixture into a dough)



Taste the Caribbean

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Talking Fresh

A home-cooked Caribbean meal is hard to beat - somehow Caribbean food tastes twice as good when you make it yourself! However Caribbean food often calls for ingredients not common to Europe and it is easy to be overwhelmed by these exotic foodstuffs.

It's time to get brave with those strange-looking fruits and vegetable that appear on market stalls all over Europe. However, as with all things... a little understanding of what you are dealing with goes a long way to build your confidence and will keep you adding to your repertoire of Caribbean delights.

by Donald Hinds

Yams

Yams can be categorised under two labels 'soft' and 'hard'. When cooking yams they should be cut in slices half an inch thick or could be mashed. Yam is as versatile as potatoes.

Cassavas

The sweet cassava is brownish in colour, smaller and with smoother skin than the bitter variety. It can be cooked, roasted and eaten like many other root vegetables. The bitter cassava has a black, rough skin and is much bigger and longer than its sweeter sister. From its pulp is made 'cassava flour', the main component of the bammy (a kind of bread). Cassava flour can be mixed with wheat flour to give dumplings an extra dimension!

Plantains

The plantain is a variety of the banana family. It is ready to cook when its skin begins to change from green to yellow and is best cut crosswise into two centimetres discs and fried.

Breadfruit

The breadfruit is a large green fruit with a rough skin. When ready to be roasted, the skin changes from green to a lighter hue. The green-skinned fruit is better for boiling and a good addition to pepper pot and soup.

Coco and Dasheen

Both are quite hard root vegetables and are important components of Caribbean cookery. The coco is an off-white colour when peeled while the dasheen's flesh is darker. The leaves are also edible and added to pepper pot soup. Both can also be roasted.

SourSop

Soursop is another dark green fruit. When ripe it opens to reveal an edible white flesh inside with black seeds. The pulp is used in mixing iced drinks.

SweetSop

Sweetsop resembles the soursop but the fruits are smaller and are almost round. Its skin changes from dark green to grey when ripe. The pulp inside is white and sweet and can be used in drinks.

Taste the Caribbean

Taste the Caribbean

MARC KINDER

It was not until the fall of 2005 that I could truly say that I had experienced Caribbean food. Until then, Caribbean food had remained an unopened chapter in my book of International cuisine: that was soon to change...

I am German and even though traditional German food is more foreign to my everyday cooking habits than a medley of Italian, Spanish, and Chinese dishes, I can say with certainty that Caribbean food could not have been more foreign to me than back in 2005.

My first encounter with Caribbean food was on a trip to Miami, Florida where I visited my Cuban girlfriend's family who decided to surprise their German visitor with one of the family's trademark dishes: arroz con pollo. I recall translating it literally and thinking, 'Rice with chicken is nothing to be excited about.' But there is so much more to it than just rice and chicken! It combines basic ingredients such as peppers, rice, chicken, onions, and garlic, with delicious Caribbean flavours such as anchote. The preparation of the dish also allows for a whole lot of flexibility. It can be made stronger, lighter, grainier, guaranteeing a unique experience each time you step in front of the cooker.

That dish has gone on to be the one Cuban dish I would prepare for everyone I care about. There has not been a single person who could resist licking his or her fingers afterward. My star Cuban dish has not let me down!

Of course, I have learned to cook many other Cuban dishes including vaca frita and ropa vieja and I enjoy the satisfaction in my guests' faces. Vaca frita (fried cow) and ropa vieja (old clothes) are two of the Cuban dishes most widely recognised internationally. No one can say they know Caribbean cuisine unless they try them at least once. (But be warned: once is never enough)

A recent trip to the voluptuous streets of Old Havana brought all the riches of this cuisine to me. In the local food market, the pungency of herbs and spices filled the air. Cuban traders were happy to discuss culinary experiences with me, helping me understand their food's history better. It made me all the more anxious to dig in to a locally prepared dish! And no... one dish was not enough!

If you can't wait to get to Cuba before you try arroz con pollo, please see it and several other Cuban recipes in this edition.



Marc Kinder is German and learnt to cook Caribbean cuisine from his Cuban girlfriend. One of most beloved of chicken dishes in Cuba is arroz con pollo. Marc is delighted to share with Taste the Caribbean readers his recipe for what has now become his signature dish.

Arroz con Pollo

Serves 3

Ingredients

- 6 chicken pieces with skin. [Preferably thighs and drumsticks, not breasts.]
- 1 large onion
- 4 cloves garlic
- 1/2 can of red pepper [for the sauce, so include the water in can]
- 1/2 can of red pepper [to be left raw for garnishing on top of the dish]
- A few coriander leaves
- 6 tsp olive oil
- 1 envelope achiote
- 1 can tomato sauce
- A splash of cooking wine or balsamic vinegar
- Pudding/rice/Valecia
- 1/2 small can of beer

Method

1. Grill contents of 1/2 can of red pepper.
2. Chop the spices (onion, garlic, cilantro, red pepper) and make a sauce with olive oil.
3. Brown the chicken pieces and cook until they are slightly golden.
4. Add the balsamic vinegar, tomato, and add achiote for colour.
5. Add 1 tablespoon of salt, 3 cups of rice and 5 cups of water.
6. Transfer to pressure cooker.
7. Once the pot and start cooking on a high flame. After the pressure pan starts to beep, lower the heat and leave another 15 minutes more.
8. Turn the heat off. Open the pan, and pour in half a small can of beer and stir the contents carefully so as not to break up the chicken.
9. Leave it on a low flame and with the lid off for 5 minutes.
10. Garnish with remainder of can of red pepper and serve

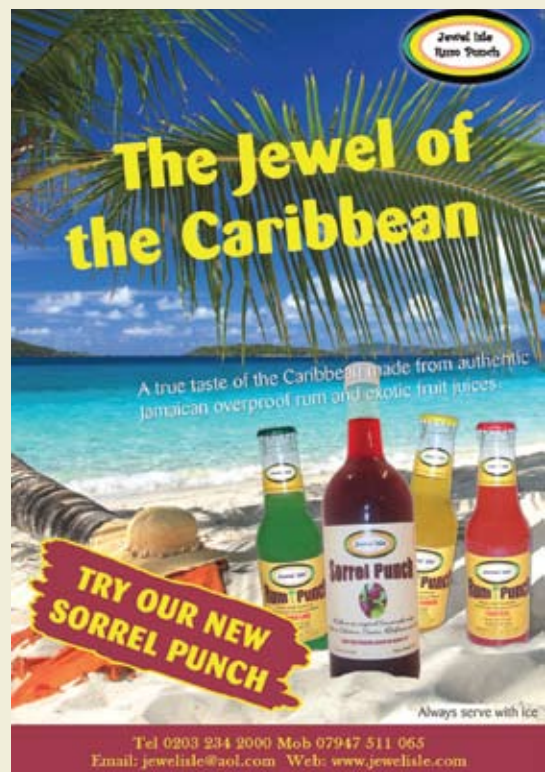
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