Ministry of Tourism and Entertainment

Strategic Planning Retreat

THE JAMAICA GASTRONOMY NETWORK

Edmund Bartlett, Minister of Tourism, JAMAICA
THE JAMAICA GASTRONOMY NETWORK

The Jamaica Gastronomy Network has been created to support the Ministry of Tourism in realising its goals as a destination of choice for culinary experiences.
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Our strategy focuses on illustrating Jamaica’s culinary expertise and talent through:

1. Creating a framework to combine and promote culinary enterprises, resources and festivals
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2. Creation of a tourism product that will attract more visitors for the distinct purpose of participating in our gastronomical delights.
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- Develops strategic partnerships and linkages along Jamaica’s culinary value chain that supports the development of a defined tourism based gastronomy product

- Supports development of a compliant gastronomy sector that can be packaged and marketed globally.
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MEMBERSHIP
The membership of the Network is comprised of key Ministries, Departments and Agencies as well as industry stakeholders with relevant experience and expertise.

The Network meets monthly or more frequently as required.
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PHASE 1
# JAMAICA GASTRONOMY NETWORK IMPLEMENTATION PLAN

## PHASE 1: ESTABLISH INITIAL GASTRONOMY CENTRE

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>STRATEGY</th>
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<tbody>
<tr>
<td><strong>Project 1:</strong> BASELINE RESEARCH AND ANALYSIS [completed]</td>
<td>We surveyed international visitors and Jamaicans to determine attitude, knowledge, behaviour regarding local and international cuisine and on island experience. Interviews and focus groups with key stakeholders explored the possibilities of ‘Centres of Gastronomy’ across Jamaica.</td>
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<tr>
<td><strong>Project 2a:</strong> JAMAIC’AS FIRST GASTRONOMY CENTRE</td>
<td>On review of the six (6) major resort areas, the Gastronomy network agreed that Kingston is ideally suited to build out the first centre. Kingston already has a diverse restaurant and entertainment scene with a large international community.</td>
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On Wednesday May 17, 2017, Devon House will be launched as Jamaica’s first Gastronomy Centre.

Devon House is an iconic location in Kingston and is already known as a food haven with its famous Devon House ice cream and locals such as Brick Oven and Grogge Shoppe. Devon House is also the venue for the Jamaica Observer Table Talk Food Awards and other significant cultural and culinary events on the Kingston calendar.
**JAMAICA GASTRONOMY NETWORK IMPLEMENTATION PLAN**

**PHASE 1: ESTABLISH INITIAL GASTRONOMY CENTRE (cont’d)**

<table>
<thead>
<tr>
<th>Project 2b: STREET FOOD</th>
<th>The Network will capitalize on the existing street scene in Kingston to build out initially one organized locale for street food, to truly showcase Jamaican cuisine while still promoting existing spots in and around the city.</th>
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<tr>
<td>Project 2c: FOOD EVENTS</td>
<td>Of the 6 resort areas in Jamaica, Kingston was selected based on the number of events, longevity and potential for expansion. The Network will work with the organisers of these events to create a buzz around the food scene in the capital city.</td>
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<td>Project 2d: FOOD TOURS</td>
<td>The Network will work with stakeholders and tour operators to create and support a variety of food tours targeting both local and international visitors.</td>
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JAMAICA BLUE MOUNTAIN CULINARY TRAIL

LAUNCHED: Sunday March 26, 2017

STRATEGY:
Creation of a culinary experience that pairs mouth-watering food from unique eateries with diverse and immersive experiences.

Showcasing not only eateries but also the various attractions, coffee estates in the Blue Mountain region.

To date nine (9) tour operating companies have already experienced the culinary trail and we currently have thirteen (13) participating attractions and eateries.
Paired with the culinary trail, this event will be executed in March 2018 as Jamaica’s flagship coffee festival, offering an immersive experience from farm to cup (and plate), while demonstrating Jamaica’s rich tradition of coffee production in the Blue Mountain region.
JAMAICA BLUE MOUNTAIN COFFEE FESTIVAL

The festival will feature:
• Jamaica Blue Mountain coffee
• coffee bi-products,
• food stalls, tastings and demonstrations
• workshops in a centralized location
• showcasing local coffee farmers
JAMAICA BLUE MOUNTAIN COFFEE FESTIVAL

The festival will target:
• local and international coffee connoisseurs,
• coffee suppliers, foodies and other interested parties.
JAMAICA BLUE MOUNTAIN COFFEE FESTIVAL
## JAMAICA GASTRONOMY NETWORK IMPLEMENTATION PLAN

### PHASE 1: ESTABLISH INITIAL GASTRONOMY CENTRE (cont’d)

<table>
<thead>
<tr>
<th>Project 3: - GASTRONOMY MICROSITE &amp; MOBILE APP</th>
<th>Design and roll out of an interactive mobile app and integrated micro site</th>
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<tbody>
<tr>
<td></td>
<td>Content will include:</td>
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<td></td>
<td><em>Destinations, Where to Eat, What to Do, Events and Entertainment, Top 10 List by the six resort areas, Pre and Post Reviews,</em> as well as a list of <em>What’s New and What’s Hot in Jamaican cuisine</em></td>
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<td><strong>PLUS:</strong> A robust digital media programme to push market content from the micro site and app to users</td>
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PHASE 2
JAMAICA GASTRONOMY NETWORK
IMPLEMENTATION PLAN

PHASE 2: BUILD OUT OF ADDITIONAL GASTRONOMY CENTRES
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PHASE 3
JAMAICA GASTRONOMY NETWORK
IMPLEMENTATION PLAN

PHASE 3: BEYOND JERK: ISLANDWIDE PROJECT

OBJECTIVES will include:

• Showcasing Jamaica’s top and emerging culinary artists and mixologists to create awareness of the island’s culinary scene
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IMPLEMENTATION PLAN

PHASE 3: BEYOND JERK: ISLANDWIDE PROJECT

OBJECTIVES will include:

• Establishing the island’s cuisine as a key consideration for stop over visitor
Thank You