



TORTUGA

RUM COMPANY LTD. (Est. 1984)

***New York Times* Recommends Tortuga in “Affordable Caribbean” Article**

Online Travel Feature Calls Company ‘Grand Cayman’s version of Starbucks’

Miami, Fla/Grand Cayman, BWI –In the online *New York Times* story “Affordable Caribbean: Cayman Islands”, the Tortuga Rum Company is recommended as Where to Buy. The January 25, 2009 Travel section feature by Jeremy W. Peters calls Tortuga Rum Company “Grand Cayman’s version of Starbucks; with more than a dozen of them across the island, it’s not much of an exaggeration to say there is one on nearly every corner.”

The article continues:

There are even two in the airport’s tiny, five-gate main terminal. The duty-free shops offers a bevy of liquors at low prices, but the best buy is the rum cake. It comes in 10 flavors, from coffee to banana to Golden Original. Instead of going for the shrink-wrapped boxes, \$4.95 for a small cake to \$19.95 for a large, buy one of the freshly baked pans at the company’s **Tortuga Duty Free and Cake Factory on Georgetown Harbor** (South Church Street, George Town; 345-949-7701). You’ll probably have to eat it during your trip, but that’s why they have the wrapped ones to take back home.

The *New York Times* website is rated as one of the most popular websites online, receiving over 14 million unique visitors each month. The complete story about Grand Cayman includes a map insert and recommendations of affordable options on Where to Stay, Where to Eat, Where to Party and more. To read the complete article, see:

<http://travel.nytimes.com/2009/01/25/travel/25cayman.html?scp=4&sq=Tortuga%20rum&st=cse>

Celebrating its 25th Anniversary in 2009, Tortuga Rum Company, Ltd. is a family owned and operated business based in Grand Cayman, B.W.I. with 18 retail and duty free shops and three bakeries. Franchise bakeries are in Jamaica, Barbados and the Bahamas.

Tortuga Rum Cakes are the #1 export of the Cayman Islands and named 2009 ‘Best Cruise Souvenir’ by *Porthole Cruise* magazine for the fifth consecutive year. The cakes are sold throughout North America and the Caribbean, on onboard gift shops of over 100 cruise ships and available online at www.tortugarums.com or by calling toll free 1-800-444-0625.

Tortuga Imports/Tortuga Rum Cake Company, named as one of the INC5000 fastest growing private companies in America, handles worldwide distribution, mail order, food service and online sales from Miami, Florida. ###

Media contact: Angie Niehoff, 561-868-0297 or niehoff@bellsouth.net

Tortuga Rum Co. Ltd., P.O 2307, Grand Cayman, KY1-1106, Cayman Islands B.W.I.
Tortuga Imports/Tortuga Rum Cake Company
14202 SW 142nd Avenue, Miami Florida 33186 USA
305-378-6668 Fax: 305-378-0990 www.tortugarums.com
Toll Free: 1-800-444-0625