



# TORTUGA

## RUM COMPANY LTD. (Est. 1984)

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### Porthole Cruise Magazine Names Tortuga Rum Cakes “Best Cruise Souvenir” for 5<sup>th</sup> Consecutive Year

**Miami, Fla/Grand Cayman, BWI – January 15, 2009** -- Porthole Cruise Magazine, the nation's leading cruise and travel publication has recognized Tortuga Rum Cakes with a 2009 Editor-In Chief Award, naming for the fifth consecutive year these delectable tropical treats as “Best Cruise Souvenir” in the February 2009 issue.

Tortuga Rum Cakes are sold in onboard gift shops of more than 100 cruise ships throughout the Caribbean. A product of the Tortuga Rum Company, headquartered in Grand Cayman, these luscious cakes are baked from a four generations old family recipe and recognized as the # 1 export of the Cayman Islands.

"Given the consistent quality and great taste of Tortuga Rum Cakes, it was again an easy choice for best cruise souvenir," said Bill Panoff, publisher and editor-in-chief of Porthole Cruise Magazine. "I can't remember a time when I returned from a cruise without one -- or several."

Porthole Cruise Magazine's annual Editor-In Chief Awards are personally selected by Panoff who each year taps his travel industry expertise to honor cruise lines, island merchants, ports, resorts and others that he sees as being among the best in the business.

Baked fresh daily in the Caribbean using only the finest natural ingredients and a special, aged five-year-old blend of Tortuga Gold Rum, every Tortuga Rum Cake is hand glazed before being vacuum packed and heat sealed – locking in freshness and extending the shelf life to six months, or indefinitely if refrigerated or frozen. Flavors include original golden with walnuts, chocolate, coconut, Blue Mountain coffee, banana, key lime, pineapple and cinnamon rum raisin.



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

Cruise passengers also can find Tortuga cakes at the company's 18 retail and duty free shops in Grand Cayman, at Tortuga Bahamas, a franchise bakery and shop in Nassau and Tortuga CRC Jamaica's bakery and gift shop in Montego Bay. The cakes are sold in gourmet and gift shops throughout the Caribbean and North America. The complete line is available online at [www.tortugarums.com](http://www.tortugarums.com) or by calling toll free 1-800-444-0625.

“We are proud to again be recognized as ‘best cruise souvenir’,” says Monique Hamaty-Simmonds, president of Tortuga Imports/Tortuga Rum Cake Company whose family started the business in 1984. “Who would have imagined that a family recipe could create a world-wide gourmet food business, and that so many people would love our rum cakes. We are dedicated to providing quality products that will merit this recognition for many years to come.”

Porthole Cruise Magazine is published by the PPI Group in Fort Lauderdale, FL and serves as an ultimate resource guide for experienced and first time cruisers. Expert writers and columnists cover the latest trends in cruise travel throughout the world, ship reviews, cuisine, popular ports of call and travel tips. See [www.porthole.com](http://www.porthole.com)

Celebrating its 25<sup>th</sup> 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 and Gourmet Products are sold throughout North America and the Caribbean, and Tortuga Rums now are available in the United States. 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.

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**Hamaty-Simmonds available for interview. Media kit and photo CD available.**

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