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Dept. of Tourism Partners With Conde Nast Traveler to Highlight USVI's Cuisine and Culture, Promote New Branding Campaign

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Commissioner Joseph Boschulte alongside chef John (center) pictured with Alani Henneman-Todman, Special Assistant to the Commissioner, RoseAnne Farrington, and Conde Nast Traveler Writers. By. V.I. DEPT. OF TOURISM

On the 35th floor of One World Trade Center in New York City on December 14, Condé Nast Traveler and the V.I. Department of Tourism hosted an intimate luncheon in the Bon Appétit Kitchen highlighting the cuisine, culture and new brand campaign of the U.S. Virgin Islands, D.O.T. announced this week.

The event celebrated the USVI's love of food and included local signature dishes. A diverse group of journalists were able to experience the rich culture and storied history of America's Caribbean paradise through a curated menu that transported the participants to the islands' pristine beaches and turquoise waters.

"We have been media partners with Condé Nast Traveler for many years and were thrilled when they invited us to enjoy a lunch in the Bon Appétit Kitchen and to introduce some of our signature dishes to the invited guests," said D.O.T. Commissioner Joseph Boschulte.

According to the release, the USVI tapped one of the top chefs in all the Caribbean, Chef John Greenaway, to create the menu and the meal. Chef John's Island Flavor is ranked one of the best authentic cuisines on the island of St. Thomas. The menu included Titanic seafood chowder, Virgin Island Petite Pate, Caribbean Conch, Johnny Cakes and, for dessert, Crème anglaise brioche bread with guava berry compote. He also created special drinks for the event: Virgin Island Nice Tea with Cruzan Rum, and Pineapple Ginger Ninja with Pineapple Rum.

"It was such a treat to spend the day with the U.S. Virgin Islands team, enjoying a delicious meal prepared by Chef John Greenaway. The group of journalists and travel experts chatted about their favorite eco-resorts on the islands, the return of in-person fêtes this Carnival season, and just how easy it would be to hop on the next 4-hour flight down to Saint Thomas— all reasons we, at Condé Nast Traveler, just named the destination one of the Best Places to Go in the U.S. in 2023," said Megan Spurrell, senior editor at Condé Nast Traveler.

In addition to be named Best Places to Go in 2023, Condé Nast Traveler also ranked the USVI in its prestigious Readers' Choice Awards as among the Best Islands in the World and voted USVI as having the Best Airbnb in the Caribbean. In this case, Cruz Bay on St. John won with its cliffside swimming pool and fine Belgian linens. It is a three-bedroom villa with views of Rendezvous Bay and located close to the Virgin Islands National Park, a 7,000-acre preserve with immaculate beaches and kaleidoscopic coral reefs, according to the release.

Mr. Boschulte also introduced the USVI's new brand campaign, "Naturally in Rhythm," which supports the local hotel community's recovery and is designed to inspire visitors to experience the diverse culture, natural wonders and beautiful hotels and resorts of St. Thomas, St. Croix and St. John. Visitors can imagine escaping the stresses of a city lifestyle, tasting the USVI's unique cuisine, experiencing the powdery beaches or swimming in the pristine waters, and exploring the islands' historic cobblestone streets and protected national parks.

A revamped USVI tourism website, which contains a comprehensive trip-planning section, highlights restaurants, shops, services and other businesses that cater to tourists in the destination.