

TASTE OF ST. CROIX

24th Annual Edition

VOTED "1" OF THE 20 BEST
THINGS TO DO ON ST. CROIX by
Travel & Leisure Magazine...
Sept 2023 Edition!!!

Food, Wine, Spirits...

A Culinary Showcase

April 18th, 2024

Divi Carina Bay Resort & Casino





Taste of St. Croix

Established in 2001, Taste of St. Croix was started as a way to celebrate the diversity of our island's culinary industry. Now 24 years later this sell out event is wildly popular and nationally recognized. With more than 40 restaurants, chefs, caterers, and farmers on the island participating annually, this is a great opportunity to see, taste and connect with the newest culinary trends and who's creating them.

More than just a one-night affair, Taste of St. Croix continues its mission throughout the entire year promoting and educating the hospitality industry; connecting farmers, fishermen and chefs; cultivating and engaging the next generation of hospitality professionals on St. Croix, USVI.

Even though this year's event was only half the size of our Pre-Pandemic Events, we still contributed over \$15,000 from the proceeds of this event (\$8,500 Restaurant Grant Program; \$3,500 Farmer's Market Coupon Program; \$2,500 Women's Coalition of St. Croix and \$2,500 mini-grants). For this we are extremely PROUD

We are excited and ready once again to showcase St. Croix wonderful cuisines and some of our best Restaurants and caterers at the Divi Carina Bay Resort and Casino.

**Thursday, April 18, 2024
6 - 9 p.m.**

**Taste of St. Croix highlights the diverse
cuisine and culture of our island**

Event Features:

- wine, beer & spirits tastings
- showcase the VI's Culinary scene,
- feature meals that are famous on St. Croix, the territory, and the World
- press conference.
- live music



Taste of St. Croix 365 Programs:

A Taste of St. Croix is a 501(c)(3) non-profit that promotes and showcases the talent and potential of St. Croix's hospitality industry through fostering partnerships, sponsoring training and industry events, and building public awareness of the critical role that the service-industry fills in improving the socioeconomic future of St. Croix and the US Virgin Islands.

Office of the Governor & Taste of St. Croix Inc. Covid-19 Cares Grant Program: \$250 Grants (\$150 shopping credit and \$100 farmers coupons) were awarded to almost (100) Restaurants and Caterers on St. Croix, St. Thomas and St. John, just for applying and were in business during the pandemic.

Covid-19 Thermometer Distribution Program – Distribution of over fifty (50) Handheld Touchless Thermometers to Restaurants and Caterers on the island of St. Croix. Beginning in May of 2020, just weeks after the Governor of the USVI proclaimed a State of Emergency, Taste of St. Croix Inc began our FREE THERMOMETER distribution program...giving out thermometers to Restaurants, Caterers and Farmers on St. Croix at NO CHARGE to them.

St. Croix Culinary Juniors - Committed to supporting future generations, the St. Croix Culinary Juniors program exposes St Croix youth to the opportunities and possibilities within the culinary industry. Taste put together a team of 7th and 8th graders, who receive weekly training with local and nationally known executive chefs. They then present their new skills and honed talents working with professional chef talent at Taste and other events.

Reef Responsible - Working closely with the Nature Conservancy and its partners, A Taste of St. Croix coordinates workshops to promote sustainable fishing within the Virgin Islands hospitality industry in a manner that can also be marketed to consumers

Farm-to-Table — Through a partnership with the VI Department of Agriculture, A Taste of St. Croix supports and builds the network between restaurants and St. Croix's local farms. From farmers markets to showcase featured locally grown products to vouchers for participating restaurants to use with local farms, Taste supports the hospitality industry from farm to table.

Farmer Coupon Program - To support restaurants and strengthen relationships between farmers and our chefs, the Taste & The VI Department of Agriculture provides vouchers to all of our participants that are redeemable at the farms. This program gives incentives to the restaurants to use locally grown ingredients—an economic and healthy benefit for both parties and the public.

Youth Hospitality Training Program — Working with the St. Croix Educational Complex, Taste recognizes the importance of youth training and assist students in the finding summer internships, including sending St. Croix students to work at Facebook's corporate headquarters.

Social Media & Marketing -Offering seminars to teach restaurants and business about the ever-changing social media and marketing world. What trends work, low cost and effective ways to market your business.

ServSafe Certification Course - A Taste of St. Croix coordinates ServSafe, the National Restaurant Association's restaurant food safety program. This was the first time this class was made available on St. Croix, but standard practice for more kitchen staff throughout the United States.

Farmer Meet & Greet - A social event aimed at connecting farmers with local government feeding agencies, wholesale and retail food markets, restaurants, and other special interest groups.

We invest in a relationship with our Sponsors to deliver the best results for your sponsorship dollars. Our analytics reports show that website traffic doubled over last year, with almost 35,000 visitors to our website in the month of May thru June alone, sponsors who are listed on our website, particularly those at levels which allow us to hyperlink to their sites, can expect their own audiences to grow as a result of their involvement with our event.

Our Strategy includes:

- Weekly posts to Facebook and Twitter pages
- press releases leading up to the event.
- distribution of press releases to a targeted media who cover wine, food, beer, tourism, and travel
- distribution of press releases over newswire service
- radio interviews
- ongoing cross-promotion of our sponsors on social media
- email marketing



Sponsorship Opportunities **(Pricing available upon request)**

Be recognized for your commitment to St. Croix with a sponsorship that benefits multiple programs on the island benefiting our youth in the hospitality industry, farmers, fisherman local restaurants and you! All donations are tax deductible!

Platinum Sponsor Level

- Inclusion in all media print, radio, TV, website, social.
- Logo and link back on TasteofStCroix.com website
- Logo in Taste of St. Croix Booklet
- Tagline on radio as top sponsor
- Twelve (12) VIP tickets to A Taste of St. Croix
- Live mentions during the event
- Product placement in gift bags for Taste judges
- Six (6) signed 2024 Taste poster.
- Ability to purchase additional Taste tickets.



Executive Chef Sponsor Level

- Inclusion in all media print, radio, TV, website, social.
- Logo and link back on TasteofStCroix.com website
- Logo in Taste of St. Croix Booklet
- Eight (8) VIP tickets to A Taste of St. Croix
- Live mentions during the event
- Product placement in gift bags for Taste judges
- Four (4) signed 2024 Taste posters.

Chef de Partie Sponsor Level

- Logo on TasteofStCroix.com website
- Logo in Taste of St. Croix Booklet
- Two (2) VIP tickets to A Taste of St. Croix
- Live mentions during the event
- Two (2) signed 2024 Taste posters.

We can create a sponsorship package for your organization.

Corporate and Government banner level sponsorships available upon request...

Chef de Cuisine Sponsor Level

- Inclusion in media
- Link on TasteofStCroix.com website
- Logo in Taste of St. Croix Booklet
- Four (4) VIP tickets to A Taste of St. Croix
- Live mentions during the event
- Product advertising placement in gift bags
- Two (2) signed 2024 Taste posters.

Commis Sponsor Level

- Logo on TasteofStCroix.com website
- One (1) VIP tickets to A Taste of St. Croix
- One (1) signed 2024 Taste posters.

**For more information, please call
Collin Hodge 340-690-2424 or
tasteofstcroix@yahoo.com**



Our mission every day is to promote, educate and connect people within the hospitality, fishing, and farming industries with consumers. Throughout the year we support initiatives that help cultivate our youth within the hospitality profession, and efforts that ensure a more sustainable St. Croix

