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MARTINIQUE PROMOTION BUREAU/CMT USA WINS SILVER MAGELLAN AWARD

La Route des Rhums earns accolades for ties to local culture

NEW YORK, NY – October 18, 2011 – The Martinique Promotion Bureau/CMT USA was recently named among the winners of *Travel Weekly's Magellan Awards*. Among the travel industry's top honors, *Magellan Awards* recognize the very best in marketing and design services. Martinique received a Silver Magellan Award for its communications campaign in support of *La Route des Rhums*, a self-guided rum-themed tour of the island modeled after France's famed Route des Vins.

Muriel Wiltord, director Americas for the Martinique Promotion Bureau /CMT USA, commented on the award, saying: "It's always nice to win, of course, but we're particularly proud of this honor as it recognizes one of the truly unique travel experiences only available in Martinique. The excellence of Martinique rum is unquestioned around the world. You can taste that excellence anywhere our rum is served, but traveling *La Route des Rhums* and experiencing the centuries-old traditions that gave birth to our rum legend is a one-of-a-kind adventure you'll never forget."

La Route des Rhums features 11 distilleries located throughout Martinique, each welcoming travelers with insightful tours and free tastings. Visitors are treated to an in-depth introduction to the island's proud and celebrated distilling tradition at the sources where each legendary blend was born, while also showcasing the full range of Martinique's charms, from the natural wonder of the mountainous northern region, to the metropolitan mid-section of the island, and the flatter, arid southern shores.

Martinique rums are distinguished by a unique *rhum agricole* production technique employed by the island's distillers for centuries to yield a collection of truly incomparable blends. Whereas rums produced elsewhere are primarily made from the molasses by-product of sugar production, the *rhum agricole* method used in Martinique begins with freshly squeezed sugar cane juice taken directly from cane stalks. This unique process yields rums that are more comparable with fine cognacs, offering greater complexity and a more varied array of natural flavors.

Owing in large part to the *rhum agricole* production technique, Martinique rums are the only rums in the world that have been granted the prestigious *Appellation d'Origine Contrôlée* (AOC) designation. Awarded by the French government agency Institut National des Appellations d'Origine (INAO) in recognition of the finest agricultural products (wines, cheeses, butters, etc), the AOC designation is an incomparable stamp of excellence in the culinary and spirits world. All rums produced in Martinique bear the AOC marker, making them a favorite of the world's most discerning rum connoisseurs.

For more information on travel to Martinique, visit www.martinique.org.

About Martinique

The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World, The Isle of the Famed Poet (Aimé Césaire) – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world. Named "Top Caribbean Island for Delectable Dining" in 2009 by *Caribbean Travel + Life*, and "Best Caribbean Destination" (2010) by *About.com*, Martinique is an overseas region of France that stirs the passions with distinctive culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!