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PRESS RELEASE

CASTRIES, Saint Lucia

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Immediate Release

Export Saint Lucia Introduces ‘Taste of Saint Lucia’ to London in Partnership with Caribbean Grown Manje Ltd

Castries, Saint Lucia –Export Saint Lucia is thrilled to announce the launch of the "Taste of Saint Lucia" experience in London, brought to life in partnership with Caribbean Grown Manje Ltd. This marks a significant milestone in Export Saint Lucia's mission to bring the island's world-class products to international markets. The Taste of Saint Lucia Nook, now open at 57 Stephens Road, E15 3JJ, Plaistow, offers Londoners and visitors alike an authentic taste of the island. This thoughtfully designed space is a faithful replica of the beloved Taste of Saint Lucia store located at Pointe Seraphine, providing a unique and immersive experience.

A ribbon-cutting ceremony was held on Saturday, August 24th, 2024, at the storefront, officially marking the grand opening. The Nook showcases a diverse selection of premium Saint Lucian products, all under the Taste of Saint Lucia brand. Customers can explore and purchase the island's finest rums and spirits, a variety of pepper sauces, nutrient-rich seamoss, hand-crafted artisanal crafts, and an array of wellness products.

Sunita Daniel, CEO of Export Saint Lucia, commented on this exciting development: *"We are delighted to partner with Caribbean Grown Manje Ltd to bring the Taste of Saint Lucia to London. This initiative is a testament to the global appeal of Saint Lucian products and the growing demand for authentic Saint Lucian experiences. We are confident that this market will embrace the rich flavors and craftsmanship that define our island."*

Co-Owner of Caribbean Grown Manje Ltd, Lisa Charles, added, *"Partnering with Export Saint Lucia to bring this unique experience to London is a dream come true. We believe in the power of Saint Lucian products to resonate with a global audience, and we're excited to see the positive reception here in London. This is just the beginning of something truly special."*

Following the success of this London launch, Export Saint Lucia is planning to expand the Taste of Saint Lucia experience to other key international markets, including New York, Texas, Canada, and Dubai. These expansions will further showcase Saint Lucia's exceptional products to a global audience, continuing the agency's mission to enhance the island's international trade presence.

Product Position Promotion



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Please see attached files and links for additional content and information.

About Export Saint Lucia

Export Saint Lucia is the Saint Lucian Government's National Trade Export and Promotion Agency and is the lead agency mandated to spearhead the island's National Export Development Effort. The overall objective is to increase the aggregate volume and value of exports from Saint Lucia.

Export Saint Lucia works to promote and expand business in export markets around the world. We aspire to increase local exports, to assist local businesses to improve profitability and long-term sustainability, thus making a direct and valuable contribution to the Saint Lucian economy.

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