

- Rum Distillery Tours
- Sugar and Rum Cooking Classes
- Chocolate Making Classes
- Sugar and Rum Walking and Bus tours of Barbados' UNESCO World Heritage Site
- Mixology Road Show
- Historic Lectures
- Slave Route Tours
- Cane Factory Tours
- Sugar and Rum Spa Treatments
- Windmill Tours
- Open House Season
- Great House Dinners and Tours
- Rum Shop Tours
- Beach Parties
- Sugar and Rum BBQ



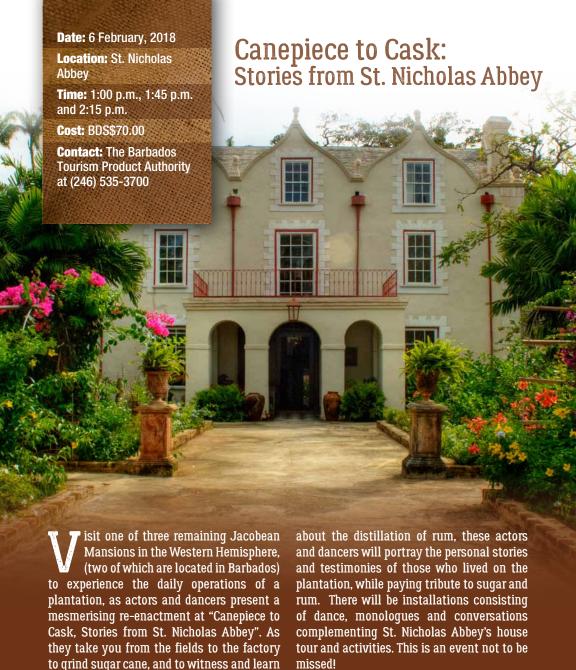
Sugar and rum is Barbados, and Barbados is sugar and rum. The stories are inextricably linked!

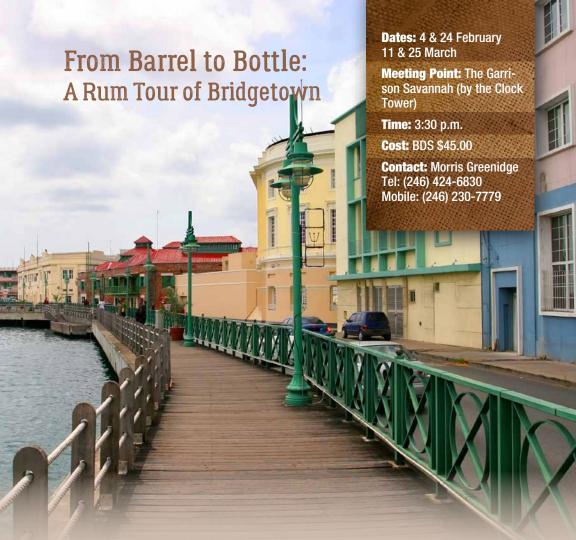
The English colony of Barbados witnessed a colossal transformation of its economic fortunes following the introduction of sugar and rum in the 1640s. Within three decades, the Barbadian frontier economy dominated by small farmsteads, worked by indentured European labour, growing such produce as cotton and tobacco, had been replaced by large plantations worked by enslaved Africans. Cultivation of sugar cane and the windmill technology were quickly introduced by the exiled Jewish community which sought refuge in Barbados from religious persecution in Europe and Brazil, during the mid-17th century. In the ensuing years Barbados had become populated with over 500 windmills, which resulted in the island having the second highest density of these structures per square mile in the world, second only to the Netherlands.

Though small scale sugar farming took place prior to the sugar revolution in the 1640s, this early experimentation produced a new liquor known as Kill Devil, which was later called Rum, from as early as the mid-1630s, thereby making Barbados the birthplace of Rum.

By the end of the century the island was said to be *the richest spot of land* of all the European colonies in the Caribbean region and the "brightest jewel in the British crown". This great wealth was made possible by the forced labour of the enslaved and therefore, we owe it to them to tell this story.

Since the first settlement in 1625, Barbados was an agricultural-based economy, dominated by sugar and rum, until production of these commodities was eclipsed by tourism in the 1990's. This rich heritage is therefore given pride of place through the introduction of the Barbados Sugar and Rum Season. This is an exciting, educational, and experiential season, which is steeped in creativity, history and authenticity. The Barbados Tourism Product Authority presents the 2018 Barbados Sugar and Rum Season!





he story of one of the world's finest spirits flows as you drive pass the spaces once occupied by the barrels and bottles, which were enjoyed by the Royal Navy of England, the British Garrison of the West Indies, and by local Plantocrat and Plebeian alike. Then, walk to the 'fons et origo'

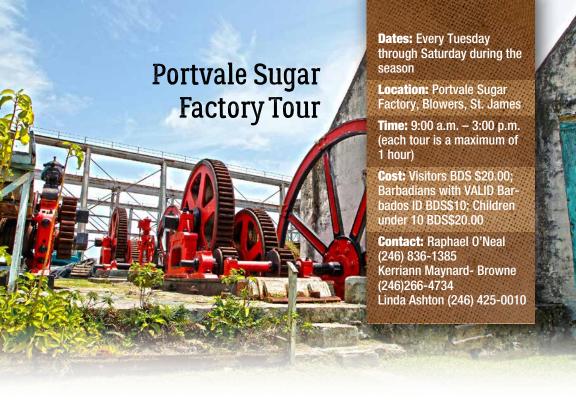
of the product and also revisit the locales of the dozens of City merchants and their individual Rum merchandise. This is a must-do tour for every connoisseur and history buff and is guided by renowned, local historian, Morris Greenidge.



# Characters of Town Walking Tours



he history of Bridgetown and of Barbados unfolds as we walk the Amerindian Trails, see the Serpentine Streets, visit the historic spaces and hear of the men and women who toiled to leave a compelling Barbadian legacy, which we now inherit as a UNESCO designated World Heritage Site. The story of the City is told with accuracy, but with sensitivity, which evokes from pathos – the sadness surrounding the story of the enslaved – to the triumphs of the human spirit, which produced some of our National Heroes.



he awe-inspiring tales of sugar production in Barbados when sugar was king and rum was queen in the 17th and 18th centuries are captured as a permanent reminder at the Frank Huston Museum at the Portvale Sugar Factory. Take a tour and see the antique machinery used to produce millions of tonnes of sugar, which helped to build the wealth of Barbados, and

by extension Britain. Tour the factory, and witness sugar production in the 21st Century, and learn about the story of sugar, which is one of the core reasons for the Barbados Sugar and Rum Season. Enclosed shoes must be worn, and while no photos can be taken inside the factory, photo opportunities are available at the front

#### Dates:

25 January at 7:00 p.m.
"Rum Labels" by Morris
Greenidge – The Barbados
Museum & Historical Society,
The Garrison, St. Michael

10 February at 7:00 p.m. "The History of Barbados Rum" by Richard Seale Four Square, St. Phillip

22 February at 7:00 p.m. "The Synagogue" by Sir Paul Altman – The Nidhe Israel Synagogue, Synagogue Lane, Bridgetown, St. Michael

01 March at 7:00 p.m. "The land that sugar bought" by Kevin Farmer- The Barbados Museum & Historical Society, The Garrison, St. Michael

24 March at 4:00 p.m.
"The History of Morgan
Lewis Windmill" by Dr Karl
Watson – The Morgan Lewis
Windmill, Shorey Village, St.
Andrew

**Cost:** Free

**Contact:** The Barbados Tourism Product Authority at (246) 535-3700

### Sugar and Rum Season Lecture Series



s we explore the history of the story of sugar and rum in Barbados, join prominent historians and experts as they tell the tales often unheard by many. From talks on the rum labels of Barbados, the Jewish contribution to the sugar industry and the oldest consecrated synagogue in the Western Hemisphere, to Barbados as a predominant sugar producing colony, to the story of the enslaved people, and the tale of the largest and only intact sugar windmill of its kind remaining in the Western Hemisphere; this lecture series is designed to be informative, engaging and to showcase the compelling and fascinating history and authentic story of Barbados.



#### Dates:

20 January – Palm Grill, Bank Hall, St. Michael

27 January – Tapas Restaurant

14 February – Foursquare Rum Distillery

24 February – Mount Gay Visitors' Centre

23 March - Blueberry Beach Club, Brighton, St. Michael

24 March – The Crane Hotel

Cost: BDS \$125.00

**Contact:** mixologyroad-show@gmail.com

and the world's best mixologists, as they pair mouth-watering cocktails with mouth-watering canapes at various locations around the island. This is an amazing opportunity to learn how to make

unique cocktails with an innovative Bajan twist and high quality technical precision. These globally acclaimed Barbadian mixologists will take you on an unforgettable journey with flare and passion.











This is the ultimate rum experience in Barbados, where one's senses will be stimulated by the marriage of Barbados' fine rums, the most original rum cocktails and the best mix of indigenous entertainment on the island. Spend the evening sampling rums from the best refineries in Barbados and learning about the tasting notes, while gaining an understanding of the richness of the process of producing this liquid gold. For the less rum-adventurous, or if you just want a change of pace, be mesmerized by the skills of some of Barbados' greatest cocktail magicians. A team of Barbados' renowned mix-

ologists will tantalise your taste buds with a collection of original rum cocktails.

All of this while enjoying the sweet sounds of local musicians across genres ranging from sweet soca to R&B to jazz and much more.

Barbados has given the world several wonderful innovations and rum is one of those that stand out the most. Come and celebrate this amazing spirit, which has taken the world by storm and continues to grow in popularity.

This is Barbados! This is rum!

This is the ultimate rum party!!!

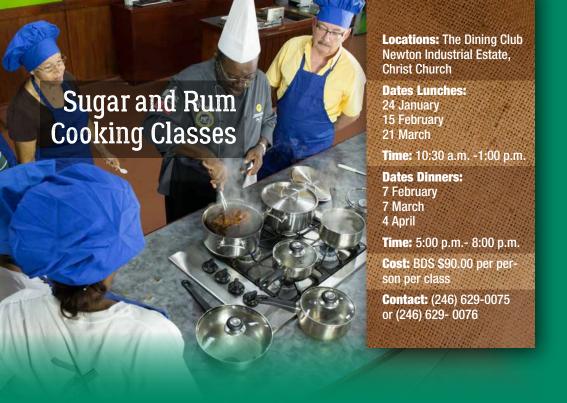


um Day the Rum Way is a masterful blend of culture and heritage in the beautiful Pelican Village area. There will be re-enactments depicting the history of Barbados rum- 'the rum that invented rum'- from 10:00a.m., while bartenders and mixologists will 'Rum things up a bit', with exciting demonstrations. Bartenders will get the opportunity to serve a variety of local beverage concoctions as part of promoting and selling Barbados Rum, against the backdrop of live musical entertainment.









re you looking for a real hands-on experience? Then, learn to cook indigenous Barbadian meals using sugar and rum with Executive Chef, Peter Edey. Sessions will be interactive, educational and lots of fun while learning the history

of local foods, why Bajans cook the way they do and about the unique way in which they season their food. With sugar and rum infused into the recipe of the day, this is a fantastic experiential event where you will certainly have a memorable experience!





with the taste of the island's mouthwatering ingredients and dipped in the spirit of Barbadian warmth and passion, are at your fingertips through the Sugar and Rum Chocolate and Pastry Making Class. Learn the art of chocolate making from tempering techniques to creating confections and pastries with Magnolia Chocolatier, and then sample your delectable creations.





Join us for a sweet and savoury event featuring chocolate, pastry, wine, beverages, and other culinary products, which will have you begging for more! This will be an exciting and engaging event with chocolate, pastry, and culinary demonstrations, contests, and workshops.





n evening of history and elegance awaits you at one of Barbados' most well preserved Plantation Great Houses, the Sunbury Great House. With a pre-dinner cocktail offered upon arrival, guests are taken on a guided tour of the

historic plantation house, which is indeed a museum of treasures from the past. Finally, sit at the 300-year-old dinner table and be served a sumptuous five-course dinner with unlimited beverages, after dinner coffee and liqueurs.





Restaurant will become every pork, rum, beer, and culture lovers' dream, as it is transformed into a beach picnic atmosphere with specials

throughout the day. Bring your friends and family, and don your beachwear, as you enjoy a Saturday afternoon with the sounds of local artists on the pop up stage!





Open House Season, which has been a 'must do' on Barbados' events calendar since the 1960s, continues in 2018 with a showcase of some of Barbados' most historically interesting and architecturally magnificent private homes. In addition to 'lively talks', narrated by some of Barbados' most well-known historians and architectural aficionados, the Open House Season 2018 will also feature live music, cultural performances by local schools, beautiful handmade Barbadian craft sold by artisans and many more enjoyable surprises!

Dates: January-March.

#### Cost:

Adults: BDS \$35.00 Children under 12-Free BARP, AARP and CARP Members-BDS \$ 30.00

Children 12-17, accompanied by an adult, and students of the Barbados Community College, University of the West Indies and Polytechnic (with Id's) BDS \$15.00

Members of the Barbados National Trust, as well as reciprocating Trusts and Societies (including the National Trusts of Scotland, England, Wales and Northern Ireland, Australia and New Zealand) BDS\$ 25.00 gain admission on presentation of a valid membership card.

Contact: www.barbadosnationaltrust.org Facebook: Barbados National Trust





Date: 31 March

**Location:** Frere Pilgrim, Christ Church

**Cost:** BDS \$150.00 - BDS \$200.00

Contact:

(246) 436-9405 or (246) 262-1191 Soothing Touch Da Spa Sugar & Rum Spa Day





reat yourself to a unique and innovative spa treatment with the rum, sugar and the spices from across the Caribbean! Treatments include Soothing Touch Sugar Scrub, Soothing Molasses Body Wrap, Molasses and Rum Massage, a Sugar & Rum Facial, Soothing Rum Run Wrap and a Sugar and Rum Manicure and Pedicure.

## Spa Decadent: The Event

Date: 17 March

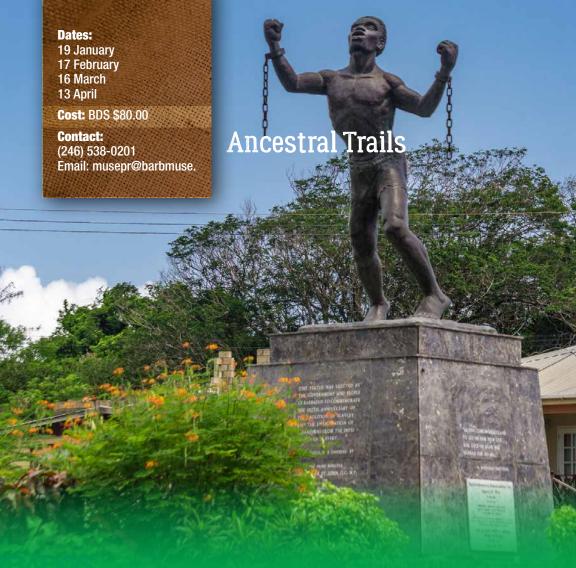
**Location:** Baje Spa By appointment only

**Cost:** BDS \$160.00 (members) or \$200.00 (non-members)



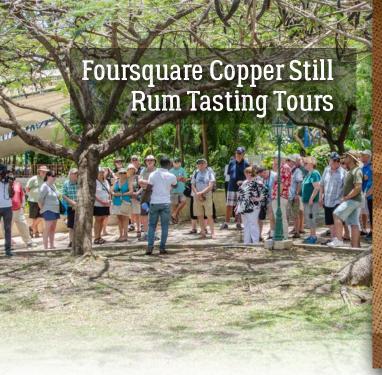
ick your Sugar and Rum Season experience to another level with Luxurious Spa Treatments, Sip and Stretch Sessions, Dessert spiked treats, Product Sampling, Door Prizes and lots more at Baje Spa. Take a day and pamper yourself, because we know you deserve it!





tep back in time as we trace the memories of our ancestors and their fight for freedom, while visiting the sites of memory and experience the oral traditions of storytelling. This tour pays

homage to the period of history, which has most shaped our island. You will be able to trace the life of an enslaved person by following their residual footprints around the island.



Dates:

January - 1, 8, 11, 15, 20, 24, 29 February - 9, 12, 14, 19, 26

March - 4, 6, 7, 12, 24

25, 26 April - 9, 15

**Times:** 9:00a.m. – 1:00p.m.

**Location:** Four Roads St. Phillip

Cost:

Private Tour - BDS \$40.00 Semiprivate Tour -BDS \$36.00 Small Group - BDS \$32.00 Bus Load - BDS \$30.00 K.I.S.S Tour- BDS \$20.00 (Keep It Short and Simple)

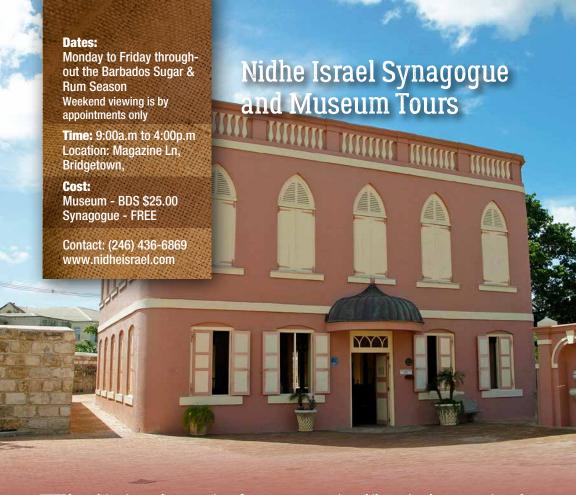
Contact (246) 622-2068

isit the most modern and computerized distillery in the western hemisphere, to learn about rum, while simultaneously introducing your taste buds to experiencing the fine flavour and quality

of their internationally awarded rums. This enhanced guided tour will include a comprehensive commentary on the history of R.L. Seale & Company's rum making process, and the sampling of a wide array of rums







he cultivation and exportation of sugar cane made Barbados an extremely wealthy country, and with over 500 windmills, mass production ensured continuous growth. This was all made possible by the Jewish community in Barbados, who immigrated to Barbados as they sought refuge from religious persecution in Europe and Brazil. Visit the oldest synagogue in the Western Hemisphere and the adjacent Nidhe Israel Museum, which documents the fascinating story of the Barbados Jewish

community while paying homage to its role in Barbadian heritage and society. At the museum, you can find a timeline chronicling the Jewish settlement, their role in the sugar industry, see historic artefacts and view interactive displays, which are designed to provide a more realistic and detailed experience.

Since 2011, the Synagogue has been designated as a UNESCO protected property within the World Heritage Site of Historic Bridgetown and its Garrison.



andals Resorts create culinary experiences that take one on a global journey of delectable discovery. With numerous distinctive types of cuisine, one can discover sumptuous regional specialties, with each one delivering a new cultural flavour. Culinary delights range from Indian, Italian, French, English, Asian and even classic American. Your taste buds will forever thank you for this delectable treat! Book now as limited slots are available.

#### #1 ALL INCLUSIVE DINING EXPERIENCE

- cocktail reception with 6 varietals of wine and champagne bar
- global dining experience (full course dinner included)
- Premium bar with speciality cocktails, wines and spirits
- Entertainment
- Presentations from the hotel management
- Showcase of Sandals WeddingMoons, Conference facilities, Spa Packages, Day Passes & Evening Passes, Retail Shopping Experiences at Sandals

Exciting giveaways and treats on the night.





## 2018 Calendar of Events

DATE	EVENT DETAILS
16	Sunbury Plantation House Dinner Location: Sunbury Plantation, St. Phillip   7:00 p.m   BDS \$250.00
	Portvale Sugar Factory Tour* Blowers, St. James   9:00 a.m. – 3:00 p.m. Visitors BDS \$20; Barbadians BDS \$10; Children BDS \$20.00
20	Characters of Town Walking Tour - Meeting Point: Trevor's Way, Bridgetown 9:30a.m., II:00 a.m. and 3:00 p.m.   BDS \$30.00
	Mixology Roadshow - Palm Grill - BDS \$125.00
	Portvale Sugar Factory* - See details above
23	Sunbury Plantation House Dinner - See details above
24	Sugar & Rum Cooking Classes w/ Chef Edey – Lunch The Dining Club Newton Industrial Estate, Christ Church 10:30 a.m. until 1:00 p.m.   BDS \$90.00
25	Sugar & Rum Season Lecture- "Rum Labels" - Morris Greenidge- FREE The Barbados Museum & Historical Society, The Garrison, St. Michael   7:00 p.m
26	Bajan Open Bus Rum Tour - Contact: Blue Ocean Tours   Cel.(246)231-5680 Tel.(246)430-0900 ext (550)   Email-bajanopenbus@barbadostours.bb
27	Characters of Town Walking Tour - See details above  Mixology Roadshow w/ David Barker - Tapas Restaurant BDS \$125.00  "I have a weakness for sweetness" Dinner  Pureocean Restaurant, St. Lawrence Gap  Rum Expo - The Hilton Barbados   7:00 p.m 11:00 p.m.   BDS \$50.00
30	Sunbury Plantation House Dinner - See details above

<sup>\*</sup> Tours to run every Tuesday through Saturday during the Season

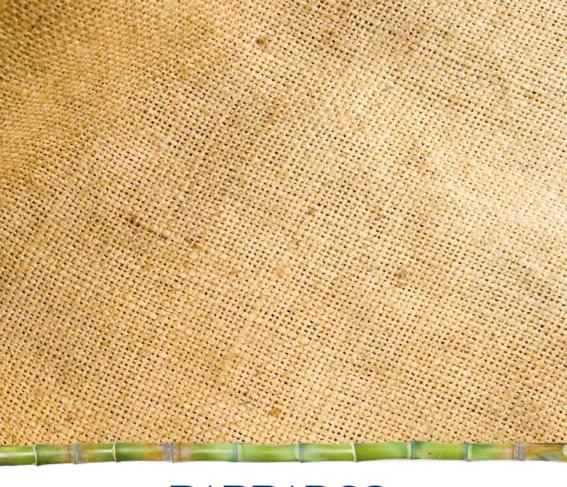
DATE	EVENT DETAILS
02	We Rum: A Grog Keeps the Enemies Away- Barbados Museum and Historical Society
03	Chocolate & Pastry Class -The Dining Club and Southern Palms Hotel 10: 00 a.m.   BDS \$100.00
	Characters of Town Walking Tour - Meeting Point: Trevor's Way, Bridgetown 9:30a.m., 11:00 a.m. and 3:00 p.m.   BDS \$30.00
04	From Barrel to Bottle: A Tour of Bridgetown - Bus Tour - Meeting Point: The Garrison Savannah (by the Clock Tower   3:30 p.m.   BDS \$45.00
06	Sunbury Plantation House Dinner Sunbury Plantation, St. Phillip   7:00 p.m   BDS \$250.00
	Canepiece to Cask; Stories from St. Nicholas Abbey - St. Nicholas Abbey 1:00 p.m., 1:45 p.m. and 2:15 p.m.   BDS \$70.00
07	Sugar & Rum Cooking Classes w/ Chef Edey - Dinner The Dining Club Newton Industrial Estate, Christ Church 5:00 p.m 8:00 p.m   BDS \$90.00
10	Sugar & Rum Season Lecture – "The History of Barbados Rum" – Mr. Richard Seale – Old Still House, Foursquare Rum Distilleries   7:00 p.m   FREE
	Characters of Town Walking Tour - See details above
	Chocolate & Pastry Class- See details above
13	Sunbury Plantation House Dinner - See details above
14	Spirit Tasting & Food Pairing -Mount Gay Visitor Centre   7:00 pm   BDS \$175.00
	Mixology Roadshow w/ Cassanova - Foursquare   BDS \$125.00
15	Sugar & Rum Cooking Classes w/ Chef Edey – Lunch The Dining Club Newton Industrial Estate, Christ Church 10:30 a.m. until 1:00 p.m.   BDS \$90.00  Rum Day the Rum Way - Pelican Village   10:00a.m 5:00 p.m.   FREE

	DATE	EVENT DETAILS
1	17	Characters of Town Walking Tour - See details above
1	20	Sunbury Plantation House Dinner - See details above
	22	Sugar & Rum Season Lecture – Sir Paul Altman – The Nidhe Israel Synagogue, Bridgetown, St. Michael   7:00 pm   FREE
	23	Bajan Open Bus Rum Tour- Contact: Blue Ocean Tours   Cel.(246)231-5680 Tel.(246)430-0900 ext (550)   Email- bajanopenbus@barbadostours.bb
	24	Chocolate & Pastry Class- See details above
200		Mixology Roadshow w/ Ryan Adamson – Mount Gay Visitors Centre BDS \$125.00
100		"Piggin Out" All Day Garden/Beach Picnic- Pureocean Restaurant, St. Lawrence Gap
		Characters of Town Walking Tour - See details above
A TOTAL	25	Spirit Tasting & Food Pairing -Mount Gay Visitor Centre   7:00 pm   BDS \$175.00
A. A. A. S.	27	Sunbury Plantation House Dinner - See details above
1		
	01	Sugar & Rum Season Lecture – "The land that sugar bought"- Mr. Kevin Farmer -The Barbados Museum & Historical Society, The Garrison, St. Michael 7:00 p.m   FREE
	03	Characters of Town Walking Tour - See details above
1000		Mixology Roadshow w/ Michael Harrison & Mixologist - BDS \$125.00
1	06	Sunbury Plantation House Dinner -See details above

Sugar & Rum Cooking Classes w/ Chef Edey - Dinner -See details above

DA	TE	EVENT DETAILS
Г	10	Chocolate & Pastry Class -The Dining Club and Southern Palms Hotel 10: 00 a.m.   BDS \$100.00
L		Characters of Town Walking Tour - Meeting Point: Trevor's Way, Bridgetown 9:30a.m., 11:00 a.m. and 3:00 p.m.   BDS \$30.00
	11	From Barrel to Bottle: A Tour of Bridgetown - Bus Tour - Meeting Point: The Garrison Savannah (by the Clock Tower   3:30 p.m.   BDS \$45.00
	13	Sunbury Plantation House Dinner Sunbury Plantation, St. Phillip   7:00 p.m   BDS \$250.00
П	17	Characters of Town Walking Tour - See details above
L		Spa Decadent: The Event- Baje spa   By appointment only BDS \$160.00 (members) or \$200.00 (non-members)
	20	Sunbury Plantation House Dinner - See details above
	21	Sugar & Rum Cooking Classes w/ Chef Edey – Lunch - The Dining Club Newton Industrial Estate, Christ Church   10:30 a.m. until 1:00 p.m.   BDS \$90.00
	23	Mixology Roadshow – Blueberry Beach Club - BDS \$125.00
		Sugar & Rum Fest -Sandals Barbados St. Lawrence Gap   6:00p.m - 10:00p.m BDS \$275 per person
	24	Sugar & Rum Season Lecture – Dr. Karl Watson - The Morgan Lewis Windmill, Shorey Village, St. Andrew   4:00p.m   FREE
		Characters of Town Walking Tour - See details above
		Chocolate & Pastry Class - See details above
		Mixology Roadshow – Crane - BDS \$125.00
	25	From Barrel to Bottle: A Tour of Bridgetown - Bus Tour - See details above
	27	Sunbury Plantation House Dinner - See details above

DATE	EVENT DETAILS
30	Bajan Open Bus Rum Tour- Contact: Blue Ocean Tours   Cel.(246)231-5680 Tel.(246)430-0900 ext (550)   Email- bajanopenbus@barbadostours.bb
31	Characters of Town Walking Tour - See details above
	Soothing Touch Da Spa Rum Spa Day - Frere Pilgrim, Christ Church Price: BD\$\$150.00 - BD\$\$200.00
1-7	"Sugar & Rum Pop Up Village and Street Party" St. Lawrence Gap   10:00 a.m.   FREE
04	Sugar & Rum Cooking Classes w/ Chef Edey - Dinner- The Dining Club Newton Industrial Estate, Christ Church   5:00 p.m 8:00 p.m   BDS \$90.00
06	We Rum: A Grog Keeps the Enemies Away – Barbados Museum and Historical Society
07	4th Annual Barbados Chocolate & Pastry Festival - Lloyd Erskine Sandiford Centre   10:00 a.m.   Adult: BDS \$20.00 At The Door: \$25.00   Child: \$10.00
	Characters of Town Walking Tour - See details above
	Chocolate & Pastry Class- See details above
	Sugar & Rum Cooking Classes w/ Chef Edey – Dinner – See details above
10	Sunbury Plantation House Dinner - See details above
14	Characters of Town Walking Tour - See details above
	Sugar and Rum Caribbean Cuizine BBQ - Featuring local and international chefs.
15	Sugar and Rum Caribbean Cuizine BBQ - Featuring local and international chefs.
	From Barrel to Bottle: A Tour of Bridgetown - Bus Tour - See details above





A production of the Barbados Tourism Product Authority in collaboration with all participating stakeholders.

For further information please contact:
The Barbados Tourism Product Authority
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Follow @BarbadosSugarandRum on Facebook and Instagram