

Bajan at Heart: Tortuga launches new Bajan inspired Great Cake

Bridgetown, Barbados - Tortuga Rum Cake Company, known worldwide for its authentic Caribbean rum cakes, has announced the launch of the company's newest special selection product, the Tortuga Great Cake.

Introduced exclusively to the Barbados market, the Tortuga Great Cake is being sold in a special commemorative box featuring blue trim and an image of a traditional Barbadian chattel house. "As a Caribbean grown business, Tortuga is extremely pleased to introduce the Tortuga Great Cake," says Marcus Simmonds CEO, Tortuga International, "prepared from a traditional Bajan family recipe, this connoisseur's delight is naturally preserved with the finest ingredients and aged rum, to evoke the unforgettable taste of the Caribbean. We are proud to say that this special selection product is truly Bajan at heart."

The Tortuga Great Cake will be unveiled this month and a number of initiatives and events are planned as part of the launch. "Great Cake is a Bajan holiday tradition and evokes memories of family, love and celebration," says Wayne Seale, Commercial Manager, Tortuga Barbados Ltd. "Our Great Cake embodies the holiday spirit and its unique packaging and authentic taste make it a treat that can be enjoyed throughout the year."

The cake will be sold in two sizes island wide in grocery stores, gift shops and at the cruise and airport gift shops. "We are especially pleased that the Great Cake will be available to purchase in time for the Crop Over season," says Seale, "this cake makes a great souvenirs and we hope everyone coming for the festival will take back a taste of Barbados."

Tortuga is well known worldwide for their range of rum cakes, coffees, sauces, chocolates and its range of rums some of which are bottled and blended in Barbados. The Tortuga Rum Cakes have been named as "Best Cruise Souvenir" for the 14th consecutive years and more recently in the 2017 Porthole Cruise Magazine's Editor-in-Chief Awards, an accolade that the brand continues to be proud of.

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About Tortuga

The Tortuga brand is well-known by the more than 20 million annual Caribbean tourists and cruise ship passengers. Tortuga products are sold in gift and specialty food departments and gourmet stores throughout the Caribbean and North America, in onboard gift shops of nearly 100 cruise ships and shipped to 70 countries around the world.

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