



The Caribbean

a culinary travel series

Rosemary Parkinson



The Caribbean... something exotic

The Caribbean...something fresh

The Caribbean...something new

THE CARIBBEAN IS HOT. The cuisine of the Caribbean is hot. From *Bon Appetit*, *Food Network* to *Travel Channel*, “foodies” have, and still are, scouring the islands looking to discover its tastes. But Caribbean food is not readily found. Secrets are not divulged to “strangers”. What has been captured in books and film is a “foreigners” view, far too often embellished by beaches, crystal clear waters and beautiful people sun-tanning without a care in the world.

Rosemary Parkinson is here to change this.



What Is The Caribbean?

The Caribbean is made up of islands between North & South America stretching from Bermuda down to Margarita, Aruba & Curacao. Guyana, French Guiana and Suriname at the tip of South America's mainland, Panama and Belize in Central America are oft thrown in the melee. Known as the Caribbean chain, these islands and lands brim with people of different cultures historically, traditionally and culturally. English, Spanish, French and Dutch speaking, each island has its own dialect – patois, Trini talk, kewyol, papimientu depending on the island. Each island has its own distinctive culinary flavours.

Rosemary Parkinson describes and tastes them all.



What Is Caribbean Cuisine?

The cuisine of the Caribbean is individual, different. From South America food traveled to the islands with the Amerindians. Later, Europeans took same across the globe and back, creating a pot-pourri of tastes and stories found nowhere else in the world and influenced by:

- Historically: Slaves from Africa, European settlers. Traders from Africa, India, China, Europe, Syria and Lebanon.
- Today: a mixture of races.

All the above had a hand in the islands' metamorphoses – a varied culture and a cuisine yet to be distinctively documented.

The pineapple is not Hawaiian but taken from the Caribbean. The grapefruit – a Bajan invention?. What is a pirri-pirri or a titiri, an Ortanique or an ugli, ah Julie, ah Indian or an Imperial? Ever eaten a dunk, a fat pork or a guinep? Dog-Dumpling? Vervain? Is a potato really English? Eddoe? Golden Apple? 'Wilks'? Sea Cat?

Who is Jah T? Usain Bolt. Ryan Brathwaite. A lawyer Chef? What is bush tea? The Governor General's kitchens. A market vendor's home. Meet Chefs John Hazzard, John King, Henderson Butcher.

From Bush Medicine to Jerk. From festivals to Christmas and Easter. Weddings, births, deaths. Carnival. Crop Over. Junkanoo.

It's all about island places, people and food and Rosemary Parkinson sticks her nose everywhere, revealing everything.



A Market Not Targeted

- The Caribbean is made up of some 7,000 islands (26 are major ones) totaling some 40 million people (this does not include the South American mainland) many of whom (contrary to world opinion) are well or highly-educated, very nationalistic and avid collectors of books – particularly books on the Caribbean, particularly books on Caribbean cuisine, particularly books of high quality.
- Caribbean people are a nomadic lot. The 40-million inhabitant count does not include those that have left their homelands to live in North America, the UK, Europe with connections as far as Asia and Australia/New Zealand. Jamaica alone has 2.5 million people living in the country and 2.5 million living out. The buying power of Caribbean people abroad has never been considered. They purchase anything that gives pride and is a reminder of home.
- Over 50 million visitors come to the region yearly. The financial crises forces them not to spend trivially but to invest in one good memento. People from all over the world are interested in the Caribbean product. Our sportsmen have ensured this. Our culinary travel brand will keep them visiting.

Rosemary Parkinson will keep them reminded.



The Answer

A high-quality lasting book filled with history, culture, tradition – a book that takes a roller-coaster ride meeting the real people from all walks of life who divulge secret and traditional recipes, is the answer. Many buy such a book in order to follow its route whilst on the island.

Rosemary Parkinson has produced and continues to produce such books.



The Rosemary Parkinson Brand

The Culinary Travel Series – a Rosemary Parkinson brand – has been launched. The goal is to ensure this brand has no limits.

Parkinson saw the niche in the market in 1992. In 1999 CULINARIA:THE CARIBBEAN was born, a glimpse of all the islands between North & South America. Continuing on that journey, she produced NYAM JAMAICA in 2008. Today, she is completing BARBADOS BU'N-BU'N.



The Vision For The Culinary Travel Series

To travel and document the individual Caribbean islands, its people, their history, traditions, cultures and recipes by delving into pots, seeking out farmers, markets and vendors. Meeting people from all walks of life. Processing and manufacturing of food. From the sugar cane to rum. From men on the side-of-the-road to the Governor General, Prime Minister and/or President's kitchens. The stories. The realities. The beauty. The nature. Everything is touched.

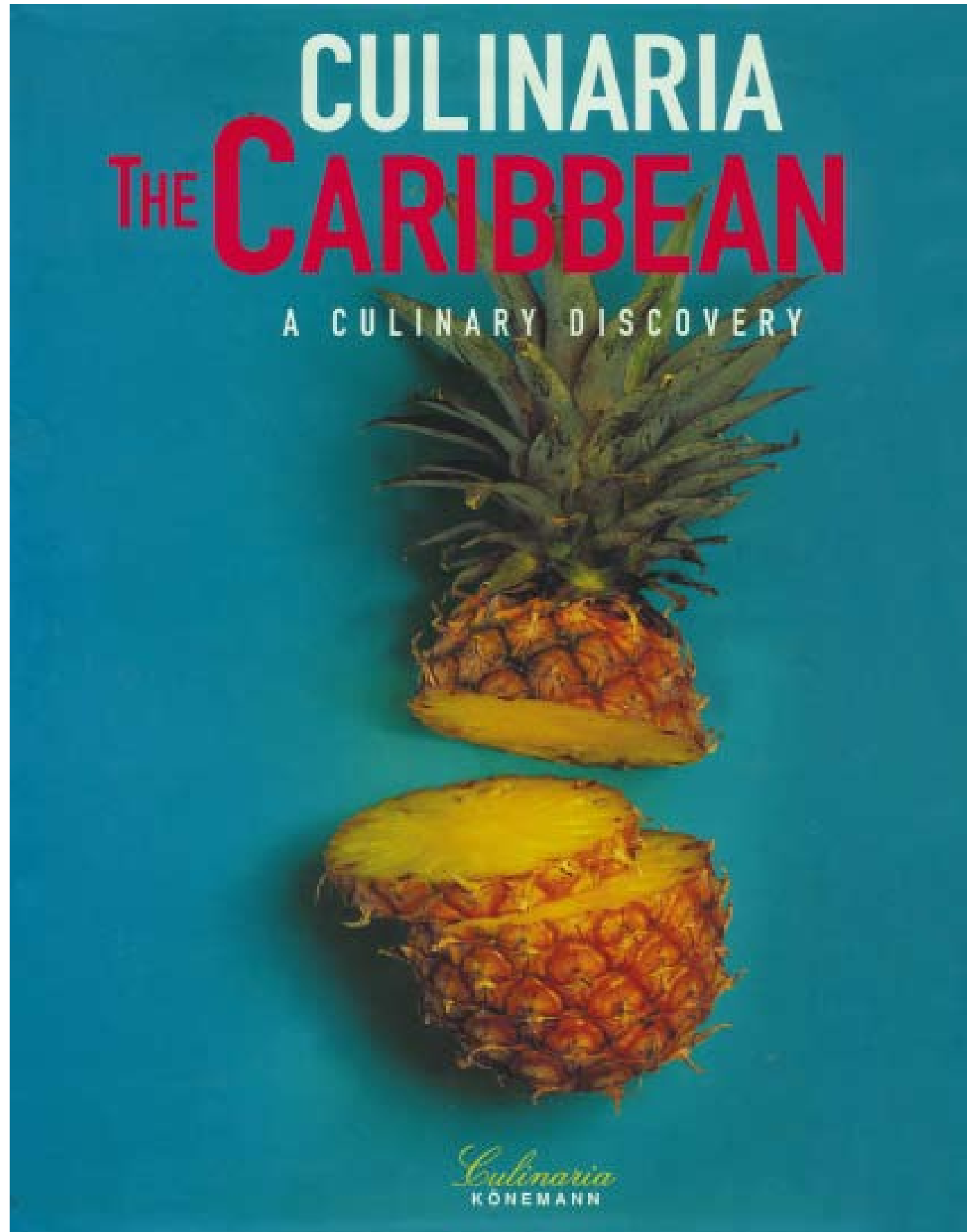
Jamaica, Barbados, Trinidad & Tobago, St. Lucia, The Commonwealth of Dominica, St. Vincent & The Grenadines, Grenada, The Bahamas and the rest of the Caribbean.

Rosemary Parkinson completed NYAM JAMAICA in 2008. 2010 will see BARBADOS BU'N-BU'N and CULINARIA: THE CARIBBEAN re-vamped and renewed. The rest follow in hot, hot pursuit.



The Approach For The Culinary Travel Series

- The first approach is to publish hard cover, beautifully presented, high-quality books that are more than just coffee-table publications with a unique appeal to a variety of markets and uses.
- The second is to sell the books electronically – on DVDs, blogs, facebook etc., and as a download from Parkinson's website (under construction).
- The third is to immediately begin filming short video clips of Parkinson's travels in and out of pots for internet purposes (the Parkinson website, UTube, My Space, Facebook, Twitter)
- The fifth will be high-quality film documentation of all the above.



Opportunities For Publishers

CULINARIA: THE CARIBBEAN

The mother of the Caribbean Culinary Travel Series. Published in 1999 by Konemann Verlag, Germany. Printed in seven languages and sold worldwide, it made the *New York Times* December 5th list 1999. Reviewed by *The Toronto Star*, the *Miami Herald*, *Washington Post*, it became not only a coffee table book, but also an educational one. Deemed the encyclopedia of Caribbean cuisine it is now a collector's item. Owned by Oprah, her Chef Art Smith and friend Maya Angelou; it graces the bookshelves of Celebrity Chefs and is used in Culinary Colleges and at University level. It will be re-vamped and re-published in 2010.

A coffee table book

Ready to print 2010

Hard cover and dust jacket

500 pages

Full-colour photography

As part of the brand, The Caribbean Culinary Travel Series, all books are designed and digitally ready to print.



CULINARIA: THE CARIBBEAN

The history, traditions and cultures of all islands between North and South America, their foods with recipes. *Have you tasted the leg of a mountain chicken in The Commonwealth of Dominica? Cut the end off a Cohiba in Cuba? Savoured Coco Quemado in the Dominican Republic? Is Funghi Virgin? Or Haitian Voodoo a religion? Learn the history of Caribbean Rum. Delve into the Rastafarian Movement with a visit to the Bobo Shanti in Jamaica. Grate Farine in Martinique. Sip on the infamous Bois Bande in Trinidad. What did the Caribs call Liamuiga, and where is their only remaining territory? What is Warri? Or Wiri Wiri? Whale with us in Bequia. Enjoy Bajan Jug Jug or a Lisa in Margarita while punching a Piñata. Cactus soup in Curacao. Aloe Vera Farm in Aruba. The Caribbean is filled with excitement and CULINARIA: THE CARIBBEAN takes you there.*

Opportunities For Publishers

NYAM JAMAICA

The second book in the Caribbean Culinary Travel Series. Winner of the *Gourmand* Cookbook Award for Jamaica 2008 in three categories, Best Design, Best Photography and Best Easy Recipes. In Paris, July 1st, 2009 at the *World Gourmand Cookbook Awards*, it won Gold – Best World Cookbook Design. NYAM JAMAICA was launched officially in 2009 at Hue-Man Bookstore in Harlem and was featured by Marva Allen on the NBC's Today Show as the holiday pick (December 12th, 2008 broadcast) and is listed on msnbc.com as a recommended book. NYAM JAMAICA has been featured on several Caribbean cable TV and radio in New York and all the newspapers and many magazines in Jamaica. It's claimed that it's in the White House!

A coffee table book

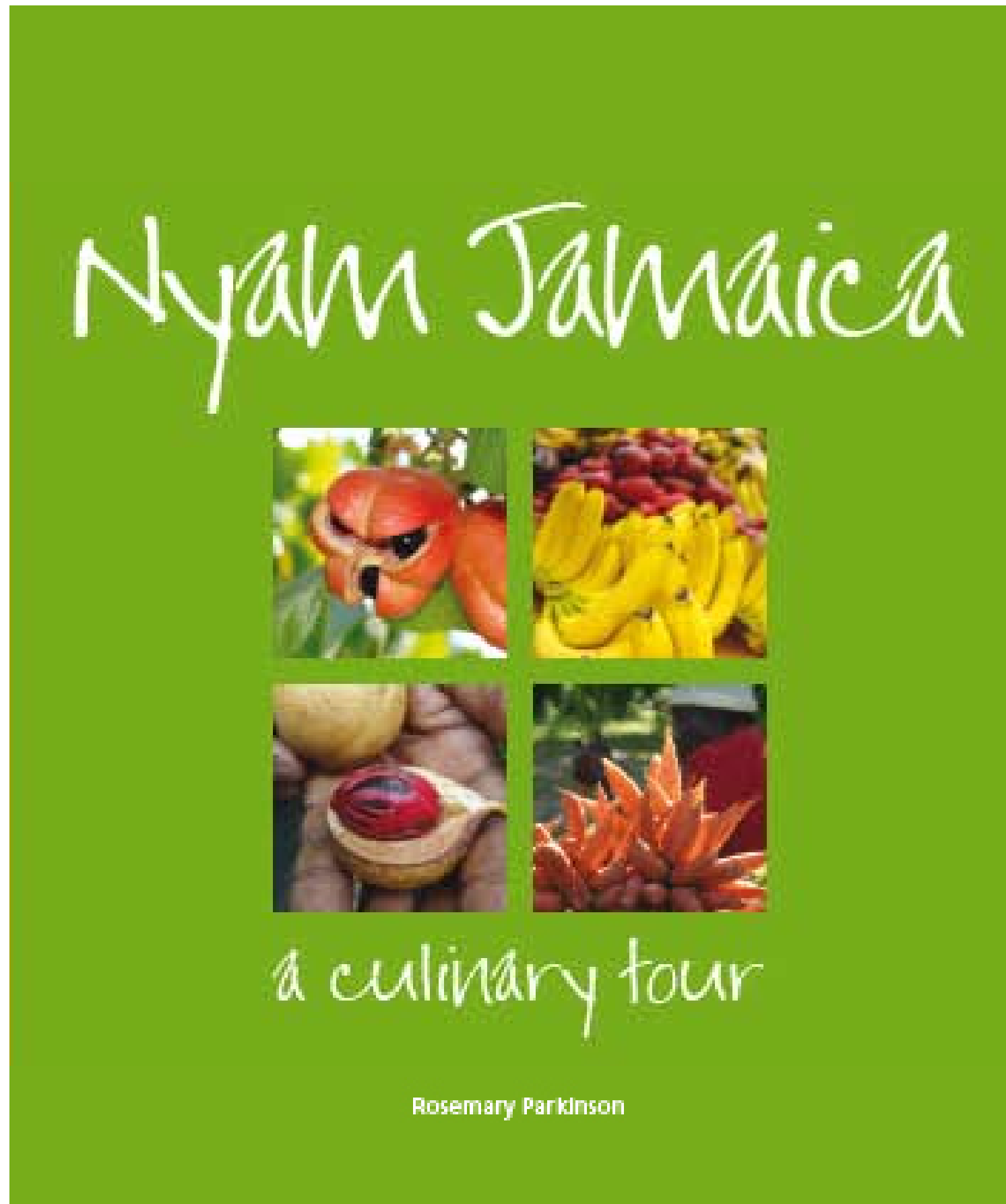
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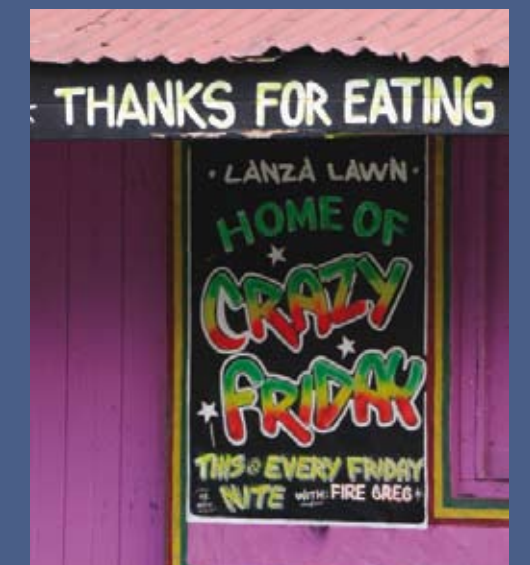
NYAM JAMAICA

Nyam: verb to eat. Nyammings: noun for things to eat

NYAM JAMAICA takes one on a roller-coaster ride through the country, from the coffee in the Blue Mountains to the capital city, through the parishes meeting processors, top Chefs and even the little man on the side of the road roasting yam. Meeting the people of the island from all walks of life, one feels, knows them, understands them. *What is a cane rat? A Google-Eye. 'Swims' or Moss. Catch janga, pick bussu in de river. Mount Diablo pot. Learn the truth about jerk. Meet the Maroons. Who are the Bobo Shanti? Is Appleton an apple? Jancrobatty? Ben dong Market. Who is Norma Shirley?*



portland



the parish



The Amerindians were firmly entrenched on their northern coastal settlement called Maima when Christopher Columbus bungled on the island on his second voyage to the New World. As he entered Maima's bay on May 5, 1494, he named the spot Santa Gloria claiming the island for Spain. On his fourth voyage, his ships waterlogged, Columbus was forced to beach his caravels on land, awaiting rescue for one year. Maima was re-christened Sevilla La Nueva by Columbus' eldest son, Diego Colon. Appointed Governor of the Spanish West Indies he laid personal claim to Jamaica. Later Sevilla La Nueva became the capital.

By 1534, Sevilla La Nueva was abandoned, its unhealthy environment of swamps and mosquitoes blamed – the main Spanish routes had been diverted to the south of the island, making it highly unprofitable for Spain to maintain a major port in the north. By 1745, the English had taken over the island. Seville Great House built on the foundation of a Spanish hacienda with an African settlement close by, is today open to the public and houses a heritage park. One of the many African

slave skeletal remains found on the property (renamed Crystal by its discoverers) has been repatriated to Ghana and interred there. The remaining three have tombs on the lawns of the Great House. In 1860, Watt Town became the home of Jamaica's first native religion and to this day hosts the annual Revival Convention.

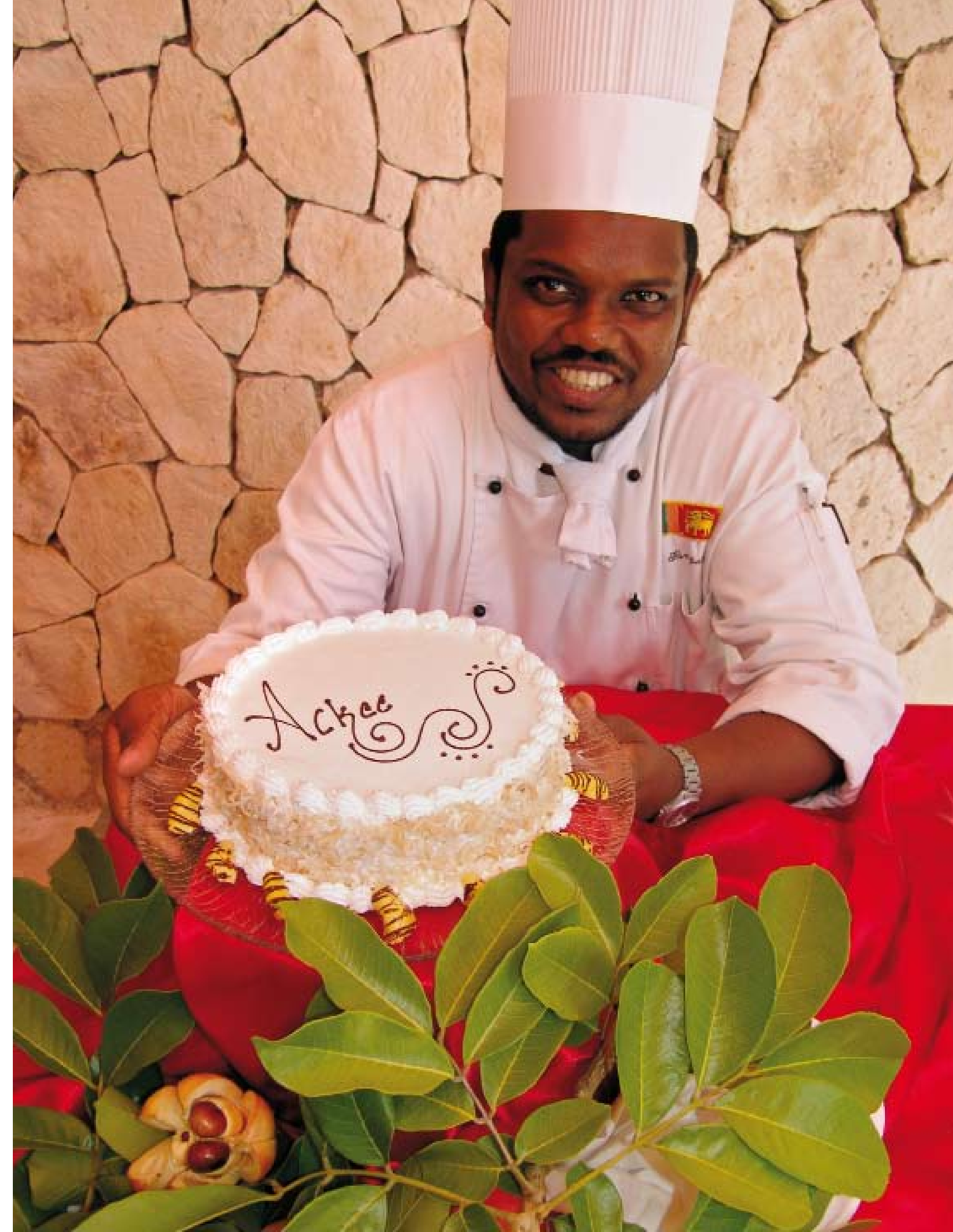
St. Ann's Bay, the parish capital, is awash with historic buildings and monuments; its streets brimming every Friday and Saturday with humanity, its market filled with produce brought in from the agricultural sections of the parish and beyond. There are several potentially important archaeological sites that include the ruins of Sevilla La Nueva on land, and the two sunken caravels thought to have been left behind by Columbus, at sea. It is the birth place of the civil rights leader, pan-africanist and Jamaican hero, Marcus Mosiah Garvey, whose words of total redemption for black people worldwide, would make an impression on a young boy also born in the same parish – Bob Marley – Jamaica's icon and reggae superstar. His resting place is at Nine Miles where he was born.

The town of Ocho Rios meaning 'Eight Rivers' owes much of its fame to Dunn's River Falls – a much visited attraction. Eden Falls, at the entrance to the town, comes in second in importance. Fern Gully, Ochi's pride and joy, is the home of some 500 species of tropical fern scattered along its winding road zigzagging towards Moneague, passing a famous old horse and buggy stop once known as Café Aubergine. A trip through the mountains, down the stunning gorge that houses the Rio Cobre, will bring you into Linstead and ultimately Spanish Town. The thriving resort town of Ocho Rios with its own cruise ship terminal and berthing for three ships, boasts the shopping and restaurant enclave Island Village with its Ann Hodges/Chris Blackwell inspired fretwork design. Here Jimmy Buffet's Margaritaville and an intimate café, Blue Runnings, surrounded by water inhabited by ducks, add to the village's "Caribbeaness". The Royal Plantation (a member of the Sandals Resorts) is famous for giving Ochi unbridled, elegant, old colonial flair with its fine service, exquisite dining, its heavenly Champagne Bar.

CAPITAL
St. Ann's Bay

POPULATION
172,220

LAND MASS
1,212.6 sq. km.



AN ACKEE FETISH (*Blighia Sapida*)

Ackee is to Jamaica as rivers are to the land. The name is derived from the African word *Ackee Fufo* – its botanical name given in honour of Captain Bligh who took it to London's Kew Gardens, from whence it found its way to Jamaica in the 18th century. Sapida refers to the savoury taste of the ackee itself. Ackee is to be found in almost every Jamaican back-yard. The ackee tree bears greenish-white, fragrant flowers and from January to March, June to August, the ackee fruit appears. Ackee is not to be eaten straight off the tree until the pod turns red and splits open. It must never be opened forcefully as it is only edible when the pod opens naturally. Unready ackee is poisonous. Once opened and the egg-shaped flesh is removed, the black seed and a tiny pink membrane or vein within the fruit itself must be picked off before cooking.

A traditional breakfast item in Jamaica, there are chefs around the island who take the fruit to another level using same in gourmet dishes and desserts. Chef Sampath Balapatabendi is one of the best known. He is an aficionado, a chef with an ackee fetish who spends a lot of time experimenting with this fruit. There are few boundaries to his infatuation even dipping the ackee's yellow flesh into melted chocolate, allowing the chocolate to harden before serving as a sweet producing a melt-in-the-mouth experience that would make revolutionary Chef Ferran Adria of Spain want to have an ackee tree in his backyard. In fact this famous Chef is known to also experiment with the fruit.

ACKEE CHEESECAKE

Sampath Balapatabendi

500 grams ackee – finely chopped
250 grams ice cream or frozen yoghurt
1 kilo cream cheese
250 grams sugar
7 eggs – beaten lightly
250 grams biscuit crumbs
125 grams melted butter

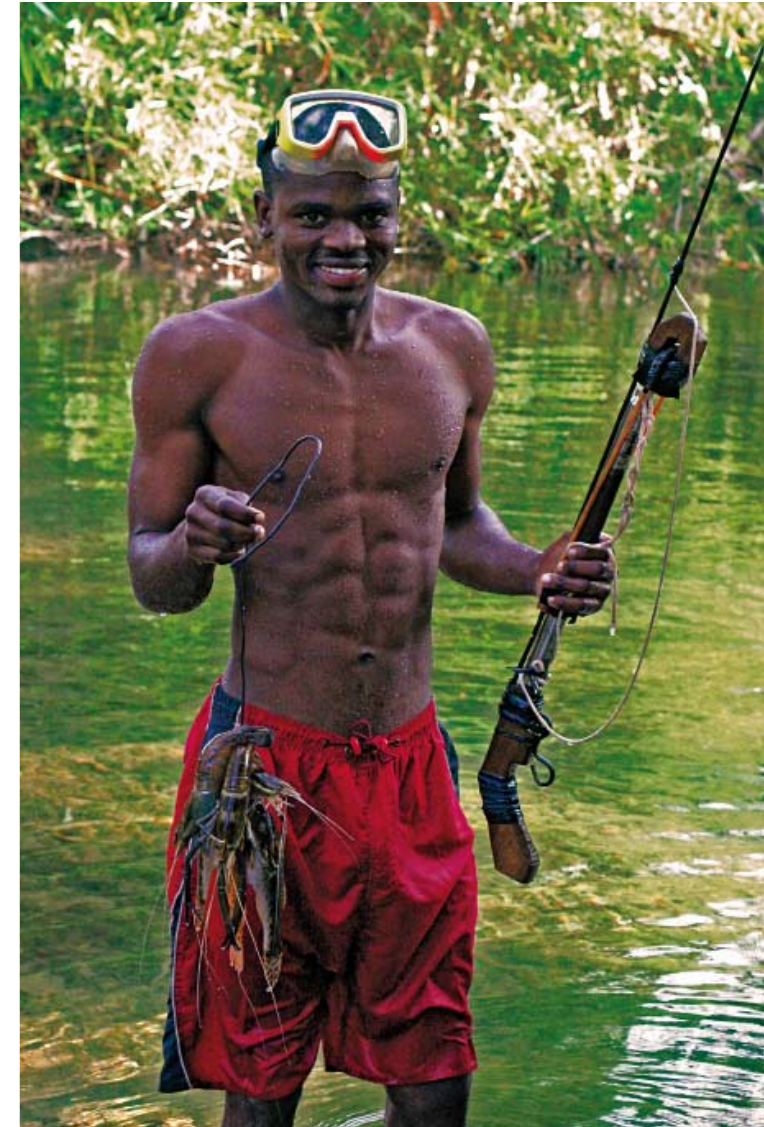
Preheat oven to 350 degrees F. Mix melted butter and biscuit crumbs. Cover two 8 inch rings with aluminum foil. Place the crumb mix into the rings, pressing same to form a base. Set aside in refrigerator. In a bowl, mix sugar and cream cheese. Add eggs. Add ice cream. Fold in the chopped ackee. Pour the mixture into the prepared mould. Place in oven and turn temperature down to 325 degrees F. Leave for 20 minutes or until cheesecake is nicely golden brown and/or inserted knife is removed clean. Decorate with icing or fresh fruit of choice.

SWIMS, SWIMS PEPPAH SWIMS

Sitting on stools, their hands clasping bagfuls of bright red crustaceans, their buckets and bowls brimming with this Jamaican delicacy, ladies and their children are boisterous in their shouts of *“swims, swims peppah swims, swims”* (or ‘swimps’ when the ‘p’ can be managed) as cars put out their indicators for the perfunctory stop. Those who do not value lives too much pass through the district at incredible speeds missing villagers and consumers by inches, so you have to watch it around here. But this is how you know you are in Middle Quarters, on the edge of the Great Morass. It does not matter from which side you approach; the experience is to say the least short of terrifying. If you’re into sadomasochism, stop, purchase and open a bag for a sample of the highly ‘flammable’ shrimps. Not for the faint-hearted. Apart from being saltier than a salt mine, the pepper in which these shrimp are brined, soaked and cooked is enough to cause self-combustion but, one would not be a real ‘foodie’ if you at least did not try one.

Spending a day with Janga hunters on the other hand is a cooling experience. Into YS Falls we drove where the hunt was organized. Although a visitor tour destination, the falls are within family-owned property of thousands of acres. The quantity of visitors allowed is strictly monitored, the homes on the property and the breeding station for first class race horses, kept private. Simon Browne and his wife Dawn have taken over from Simon’s parents in ensuring that the falls, the rolling grasslands, the old trees that could tell a tale or two, the herds of cattle, the horses grazing in the ‘wild’, the odd donkey munching on grass and all the wild-life that goes with such a property are protected with impunity.

Riding on the back of a truck until a particular good spot was found in the river that flows through the property, I tried to learn a bit more about Janga from the hunters who would soon be pitting themselves against these ferocious creatures. This is it: Janga was brought in by the Taiwanese or the Chinese and they ate a lot of the Jamaican crayfish. The latter still exists in some rivers, but is also called janga. Crayfish is called ‘crayfish’ and janga ‘de aliens’. Janga has a harder outer shell and crayfish meat is sweeter. ‘Swims’ are found in the morass. Janga and crayfish in de river. There you are.



Barbados Bu'n-bu'n



a culinary tour

Rosemary Parkinson

Opportunities For Publishers

BARBADOS BU'N BU'N

The third in the Caribbean Culinary Travel Series that will become known as the Caribbean Encyclopedia of Food. It delves into the history, tradition and culture of the island of Barbados and its cuisine. Final production is scheduled for early 2010.

A coffee table book

Ready to print 2010

Hard cover and dust jacket

400 pages

Full-colour photography

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BARBADOS BU'N-BU'N

Bu'n-Bu'n: The layer of coagulated goodness and/or sweetness stuck to the bottom of the pot after cooking, usually kept back for the culinary delight of special family members or guests.

Take a trip out to sea. Catch the elusive flying fish. Visit the market, a rum factory, a food processor. Eat from a top Chef. Scour a farm. Meet the people, savour their flavours. Saturday morning pudding & souse. A cutter? There's konk, what's a konkie? Pass the eddoes. Taste a dunk, a fat-pork. Drink vervain. Falernum. What is Crop Over? A Tukk Band? Who is Archbishop Granville? Meet Mistress Carnetta Williams from Lammings. A monkey that's not a monkey? Can you eat a Jug-Jug or a lead pipe? Pig tails n' breadfruit. Cou-Cou & saltfish. Who has a Black Belly? Or a Dog-Dumpling? Dolphin encrusted in herbs, drizzled with garlic sauce, placed on peppered sweet potato mash and served with organic garden veggies? June Plum and Guava Sorbet?



The Flying Fish

Add to dat 'bout a hundred flying'-fish, wrap in foil, a breadruit or two, Six bottles o'Falernum, four great- cakes an some green-banana cou-cou." Poet and playwright Jeanette Layne-Clarke, More Bajan Badinage.

Known botanically as *Hirundictys affinis*, flying fish is the pride of Barbados. Shopping the seas for him, however, is not an easy task. There I was, one fine four a.m. of a Bajan morning at sea traveling 30 miles due west of Barbados in a tiny boat with two fishermen, one small gas burner, one large stained old can acting as a cooking pot, a few tea bags, a couple of 'rat (or shop) cheese' cutters for breakfast. Attached to the boat was a little engine, a so-called radio and a lot of net (some 50-60 yards) with all manner of coconut palm trash webbed to its front and back. Once 'parked' nowhere, the net was lowered. A shorter net of some 20 yards was placed closer to the boat, inside, a bucket filled with oil and bleeding fish to attract our prey. A fine breeze and a slight heave in the sea rocked the boat from side to side. I stood my ground well 'though a slight fear in the pit of my stomach did creep in when I foolishly questioned the coast guard's capability should something go wrong (like shark attack for instance?) "De who?" was the laughing reply, "Man by de time we does get de call thru to dem we long in jail in Venezuela Misstress." Gracias a Dios I was born there. Have me passport and all. I settled down with eyes pinned on the waters.

The day was long, the sun scorching. Suddenly, there they were. A most beautiful sight. God's own creation. Out of the water they came, flying in a large school above the sea, glistening in the sun's rays enjoying that moment of dryness and wind oblivious to their destiny, for this trip was no sightseeing tour. Within seconds the men pulled in their catch rapidly throwing the nets back out with an island swiftness of hand seen so often in fishermen. The boat filled, it was back to land. This was a good day – probably some one thousand fish ready to be purchased. As we arrived at the market, the catch

went through its usual procedure from boat to vendor. The 'heaving' busy market brought me back to earth. Boisterous calls; fish being opened, deboned and placed flat one on top the other in neat piles of ten or eight depending on the day's prices. Women chopped off flying fish heads, their sharp knives slicing down the middle removing innards. With a dexterity known to no other culture in the world, out came the centre bone leaving an exacting lined groove down the middle with two smaller ones on the side. Later that special seasoning would fit perfectly into this space.

Sharon, my vendor friend, happy to see flying fish so plentiful began: "Dem Triki Trinis teefing we fluhying fish Misstress. Wha dey know 'bout fluhying fish tell muh dat - buh ever'atime we men gine out in de boats, dem confishcating and higherjacking dem and God's know as I is a Christian dat all dis business got we cafuffled and be Jesus dat juss ent right Miss Ting". In the background women called for quick sales between the cacophony of banter and much 'quarrelling'. "Fluhying Fish! Fluhying Fish! Ten fuh eight deboned! Mistress, sweethart, yuh buying fluhying fish today dahrling? How 'bout a little melts 'pun de side? You need limes and good Bajan Seasoning too? Wah Lawd – 'dis fish market got some wuttless people wukking here...jeez-on-bread leave de lady 'lone yu Gully-boar, yu' ent see de sweet lady come t'me...she know wha she wants, gooddear. And yuh...yu over yonder...watch dat mouff of yours...Ai doan have time fuh dat kind of wutlessness dis morning...fluhying fish, fluhying fish – come before it gawn!" The fishermen, on the other hand their job over for the day boiled fish tea in the courtyard. There were dominoes to slap, questions to answer, politics to talk and, naturally, a 'flask' of Mount Gay to be downed.

HOW TO PREPARE TRADITIONAL FRIED FLYING FISH



1. It's head cut off, the body opened & cleaned, the centre bone is removed



2. The small bones in the middle ...



3. and on the sides are pulled and cut away



4. Fish are piled in eights or tens according to daily price, ready to package



5. Bajan seasoning is placed in the three grooves and dipped in beaten seasoned egg



6. The fish is dusted in a seasoned flour/breadcrumbs mix, fried skin-side down in a skillet with $\frac{3}{4}$ " of hot oil. When golden brown turn over, repeat. Drain on paper towels. Serve with lime wedges

BAJAN SEASONING

For ten flying fish

1 onion, 3 scallion (green onion), 3 cloves garlic, 1 teas. Thyme leaves, $\frac{1}{2}$ teas. Marjoram, $\frac{1}{4}$ teas. Ground cloves, $\frac{1}{4}$ teas. cinnamon, $\frac{1}{4}$ teas. Nutmeg, 1 teas. Lime juice, $\frac{1}{4}$ teas. Salt, $\frac{1}{4}$ teas. Black pepper, $\frac{1}{2}$ Scotch Bonnet. Chop finely.





Miss Williams of Lammings

I first met Mistress Williams (as she clearly indicated I should call her) at Cheapside Market. I remember the day clearly. I had abducted John Hazzard. This was to be his first trip ever to this Bridgetown market. I was horrified that this Executive Chef had never before been there. As we moved along, stopping and chatting with the vendors, I came upon the eyes of Carnetta Williams. Below her were all manner of herbs; to her left, bundles of dried bushes containing different leaves. I instantly recognized they had been placed together in an order that only a ‘Bush Tea Expert” would know. As I touched her bundles and chatted with John, I heard her say to no one in particular. *“I ent saying nutting. I looking and listtarning to you ‘cause I know you does know, so I ent saying nutting...”* throwing back her head with a bit of a giggle. It was then that we became market friends, as much a friend as one can with ladies of Carnetta’s ilk.

Carnetta Williams, a woman of few words, whose wizened and lightly wrinkled face tells she has a million stories - nothing new to those of us who understand. It is indeed a trait encountered in older folk across the Caribbean – they are cautious watchers, never comprehending the documentation of their lives so that others, including their children and grandchildren, can learn and remember them. There is a stubbornness, a guard that goes up because you want to know their ‘business’. *“I can’t answer yu ‘bout my children. Dem all about. My gran’children? I got nuff o’ dem. I doan keep nuh records but I know I got nuff. I cyan’t give dem advice. Is dem parents got to give dem dat. When I dead and gone I ent responsible.”* Every Saturday for months I stopped to visit Carnetta. I am not much the wiser about her life. And I will never be, further than some other few lucid moments.

Carnetta was born in St. Thomas *“far too long fuh me to even remember, and yu ent got to know dat. I ent keep no time fuh dat. Yu aksing me a lot of question, yu gine have to pay me for dis.”* With her eyes to the heaven as if I was no longer with her, she spoke about the parish of her birth. *“Nutting much change ‘bout St. Thomas, I*



left a long time ago to live in Lammings, St. Joseph. I ent see no difference in dat parish excep’ all de good people dead” and with a pointed finger, her eyes fixed on me, she said: *“buh I ent dead yet! Changes? There’s a time for everyting you ent know. I can’t do nutting wid dat. I does look in de papers and daily one o’ me family dead. Soon all gine be dead. Even I gine be dead. I ent care bout nutting except what I doing. America? England? Me can bodder wid dem. And I ent know why you still aksing me so much questions, how much yu gine pay me fuh dis?”*

Deeply connected directly to the Lord Himself, a churchgoer of note, Carnetta once told me, her eyes bright with faith: *“I got a Master whose house I keep. ‘Cause life is not about you, is about Him. People in de world not good – all de good ones gone. I look out for meself, I doan’t mix wid dese bad people”,* and another time when asked about her knowledge of the bushes: *“I ent got to learn what I does do. I born pun it. My grandmother used to give us bush tea and so on. So I just learn it like everyone else at dat time. Pear Leaf, Lemmon Grass for cleaning de heat and a good clean out too. I is bushtea proof. I drink suh-much bush tea in my life I ent need nu’more. Where I live I does have nuff bush. I does pick de leaves and tie dem together for their action.”* Picking up a bundle, she looked me deeply in the eye and said: *“Sweet Mint, Garden Balsam, Breadfruit Leaf and Fever Grass. Dis for pressure. An’ is pressure you giving me wid all dese questions.”*

After this story follows a double page with descriptions & recipes of various bushes, leaves and herbs used in making tea or bush medicines in Barbados.



The Caribbean Culinary Travel Series On Film

- Film would take the viewer into the reality of The Caribbean Travel Series.
- Rosemary Parkinson with her humour and oft seriousness, can open the world to the hidden secrets of her Caribbean people, tasting their pots with impunity, extricating stories and recipes from them.

Those who follow her stories; those who listen to her seminars accompanied by vivid photography; those who have read of Edward Cointreau and his judges' comment that NYAM JAMAICA is a book that could be made into a film, have all reiterated that Rosemary Parkinson is the one for the job.

- Culinary films on the Caribbean have been undertaken through the eyes of "foreigners" or "visitors" to the islands.

Has anyone visited an alligator farm? Had a shot of Bois Bande (a powerful natural aphrodisiac)? Eaten Cactus Soup? Or iguana? Roamed an aloe vera farm? Visited an obeah man? Sipped bush tea? Seen rum distilleries where the elixir is too potent to be allowed on a plane? Tasted real Blue Mountain coffee straight from the farmer? Hunted for wild hog? Caught an agouti, manicou or a lap? Gone crab catching in the middle of the night? Visited the Bobo Shanti and been proclaimed an Empress? Rosemary Parkinson has and there's much more!

- The worldwide entertainment aspect is definitely there.
- The viewing numbers will certainly increase. Caribbean people living abroad and at home can constitute a huge chunk of extra viewing public.
- The educational aspect of such films cannot be dismissed; their use knows no boundaries.



Media, Accolades & Awards

NYAM JAMAICA has been endorsed by the Honorable P.J.Patterson, a former Prime Minister of Jamaica. *"As in the fields of music and athletics, the Jamaican cuisine has earned its hallmark of excellence in the international marketplace. The brand is as distinctive as its coffee, reggae or rum and savoured by the connoisseurs of truly exquisite food. NYAM JAMAICA takes the reader on an extraordinary culinary tour, no less exciting and delightful than a leisurely trip along our highways and country roads, passing by our lovely beaches, through our charming towns and friendly villages, into our hills and valleys. The recipes reveal the magic and expose the secrets of our wide-ranging Jamaican cuisine – genuinely "bonoonoonos."*

Ena Harvey, B.Sc, M.Sc, Hemispheric Agrotourism Specialist IICA (Inter-America Institute for the Co-operation in Agriculture) acknowledging Parkinson's full understanding of culinary heritage, wellness and rural tourism in response to the growing demand for fresh and authentic experiences says: *"This is a tome that can so easily be used to impact the minds of Caribbean youth in whose hands the future lies."*

Patrick Waldermar, Entrepreneur, artist, Jamaica: *"One can smell the earth of Jamaica."*

Sharon Millar, contributor for the international MACO Magazine, Trinidad in their eight-page review of NYAM JAMAICA: *"As in most cultures, food is a common thread in Jamaica and Parkinson has used food as the medium to communicate the country. Nothing escapes her eye. Nothing is too small to relate. And by moving counter-clockwise around the island in a systematic fashion, she explores all aspects of "Jah Ja cuisine" with a sense of adventure and humour that bubbles up through the pages."*

Mia Mottley, then Deputy Prime Minister of Barbados, now Leader of the Opposition Barbados Labour Party: *"Congrats! When is the Barbados one coming out?"*



Media, Accolades & Awards

Rosemary Parkinson travelled to Paris to receive a Gold on behalf *“of all my team and the people of Jamaica”*.

Mr. Edward Cointreau, owner of the prestigious *Gourmand Cookbook Awards*, announced the win of NYAM JAMAICA to the international press (July 1, 2009) at Le Palais Royale, Paris, with these words:

“For the first time, Jamaica wins Best in the World medal in the Gourmand World Cookbook Awards. This year 102 countries participated.

Jamaica won Best Cookbook Design in the world for “NYAM JAMAICA”. The production of a cookbook is always the work of a team, which in this case was an international effort, including the best of Jamaica. The book packages insight into the real Jamaica, with class, beautiful photography, and perfect production. The story of the publication of this book could make a film.

Nyam Jamaica - A Culinary Tour

Author: Rosemary Parkinson

Producer/Publisher: Rosemary Parkinson

Photography: Rosemary Parkinson, Cookie Kinhead

Editor: Grace Cameron, Jamaican Eats, Jamaica

Creative Director/Design: Marie-France Aquí, Trinidad

Assistant Layout Artist/Photo Enhancement: Anthony Hylton

Production Manager: Peter Feierabend, Germany

Map: Rosemary Parkinson

In Jamaica, “nyam” means eat. Rosemary Parkinson shows every side of the Jamaican cuisine, from street food to excellent chefs.”



Media, Accolades & Awards

THE CTO SPECIAL RECOGNITION AWARD

- Honors individuals who have made outstanding contributions to the Region;
- Is for an individual who has a positive influence on youth;
- Recognizes an individual who has made a positive impact on a Caribbean community;
- It can be for a singular high impact activity;
- It is not limited to service in the travel and tourism industry;
- It can be for contribution to the growth and development of a community in the Caribbean;
- It can be for fostering innovation or creativity.

Rosemary Parkinson won the prestigious Caribbean Tourism Organization (CTO) Special Recognition Award 2009 at the yearly Caribbean State Ball, The Plaza, New York for *“the phenomenal contributions to the art and literary worlds that have propelled the essence and culture of the Caribbean onto the worldwide stage.”*



About the Author

Rosemary Parkinson was born in Venezuela of Trinidadian parents, the late Gordon Parkinson (a revered artist) and Ivy Parkinson. She was educated partly in Venezuela finishing her education at Codrington High School (Barbados) before attending Hampstead Secretarial College in London, England. She is the mother of Marie-France Aqui (owner/creative director u&l design studio, creative director MACO magazine, Trinidad,), Sian Pampellonne (graphic designer, Barbados) and Sara Collins MA (project design) and grandmother of three. Her first book SHAKE DAT COCKTAIL (1992) (Macmillan Caribbean) travels the islands on cocktails; her second, the highly acclaimed CULINARIA:THE CARIBBEAN (1999) (Konemann)“*Nobody knew anything much about the bounty of our lands back then, our cuisine was cast aside, our islands only noted for tourism with nothing much else to offer. I proved they were wrong. I proved my islands were worth tasting.*” Parkinson later self-published NYAM JAMAICA – a culinary tour. “*I wanted a certain brand to my name, the would-be publishers did not see the potential, so I reclaimed my books. NYAM JAMAICA has proved me right.*” Self-publishing was not an easy road “but very rewarding” according to Parkinson, who produced a 425-page hard-cover full-colour book weighing in at 6 lbs. “*I wanted to produce a book that Jamaica and I could be proud of.*” NYAM JAMAICA is a culinary roller-coaster ride, parish by parish, around the island in Parkinson’s van that according to her is “*tied up with more string and stuck together with more crazy glue than the makers of Toyota might desire*”. Designed by Marie-France Aqui, touted as the best coffee-table book written on Jamaica, NYAM JAMAICA is only available in Jamaica, Barbados and Trinidad but the requests and enquiries from as far as Australia has prompted the hope that a publisher can be found in order to widen the scope of distribution.

Rosemary resides between Jamaica and Barbados. A ‘foodie/travel’ talk-show internet host with the washingtonpost.com for six months in 1999, she talked Caribbean with the world. For eight years, a popular food contributor to *The Gleaner* (Jamaica) with her poignant and sometimes humorous restaurant critiques; her stories on “foodies”, her thoughts on “eating local and clean” propelled the Food Section into the international arena. Parkinson has contributed to *Skywritings* (Air Jamaica’s Inflight magazine), *LIAT’s* inflight magazine, *The Nation* (Barbados), *Ocean Style* (New York); still writes for *Jamaican Eats & Health*, *Home & Gardens* (Jamaica), *MACO* (Trinidad), *The Grenadines Air Alliance* Inflight magazine, *Life of St. Vincent* (West Indies Publishing, Antigua). She works closely with IICA (*Inter-American Institute of Agriculture*) (Barbados) creating the logo for their recently launched website. Parkinson has hosted the *St. Lucia Food & Rum Festival*, was a consultant to *Taste of Barbados* (2008), has helped in the production of a template for *Taste of Exuma* in The Bahamas (2009). Her contribution to the culinary arts of the English-speaking Caribbean is well documented. Her future? “*To write a culinary travel series on Barbados, Trinidad, St. Lucia – in fact all the islands! An encyclopedia Caribbean on our island food, so it will last forever*”. Her belief? “*If we, the people of the Caribbean, joined forces we would be self-sufficient in our foods and healthier! Food tourism is the way of our future.*”

Parkinson is currently completing BARBADOS BU’N-BU’N. Known as having followed her late father’s artistic footsteps, she has exhibited in Europe and the Caribbean and continues to paint in what little spare time she has. An avid photographer she snaps everything ‘food’ that comes into sight while sticking her nose into every island pot possible. “*Caribbean food has only just begun to be tasted. And this tasting has to be documented before it is too late.*”



About the Designer

Marie-France Aqui, spent her childhood in her grandfather's (renowned artist Gordon Parkinson) studio watching him paint. Art would become her life. In 1984, she attended the International Fine Arts College in Miami leaving with honours and a degree in Communication Art. Having joined two international advertising agencies, Aqui then co-founded U&I Design Studio. Her fastidious insistence on creative perfection is legendary and has caught the eye of many big businesses in the Caribbean.

As Creative Director of *MACO* magazine she uplifted this publication from its embryonic stages to international fame. Aqui is also the Art Producer for the magazine – *Signature Barbados*. She has designed several books – *NYAM JAMAICA* (Jamaica), *Barbie Jardine Goldsmith* and *Meiling* (Trinidad). She resides in Trinidad.

Marie-France is the eldest daughter of author, Rosemary Parkinson and the official designer for the brand – Caribbean Culinary Travels.

Publishing is her passion, “the Caribbean Culinary Travel Series is dear to the creative side of my being. Working on this project and seeing the Caribbean evolve in a high-quality publication, most satisfying”.



Approach And Benefits

The approach: to publish hard cover, beautifully presented, high-quality books that are more than just coffee-table publications or ordinary cookbooks but culinary tours with a unique appeal to a variety of markets and uses.

TARGETTING

- The public sector – as a promotional tool for sustainable tourism generally. As awards and/or gifts to VIP's and/or celebrities visiting the island.
- The private sector – as a promotional tool for exporting products. Awards and/or gifts for VIP's, staff, visiting colleagues.
- Local and international educational tools that can be used from primary level to university, culinary schools and colleges as well as in the homes of the many Caribbean people who inhabit the islands or who have migrated across the globe.



Approach And Benefits

THE CARIBBEAN CULINARY TRAVEL SERIES WILL

- create increased linkages between the tourism product and agriculture in keeping with governmental mandates signed re sustainable tourism. Farm to Table in essence.
- increase the demand for 'locally-grown' foods, including processed items, in the local and international markets.
- increase awareness amongst our local (and also international) Chefs of the bounty of our lands.
- promote the use of local foods in gourmet cooking.
- promote the back-yard garden and healthy eating.
- be a documentation of the islands and its people to be passed on for generations as a memento of their culinary roots.
- be a significant tool in advertising the island, its people, its products, its culinary 'tastings' taking into consideration the new awareness that tourism is not just about sand, sea and beaches.
- promote wellness, eco-sustainability, organic – the full "green" product.



A Caribbean Travel Series

Taste the islands...they are the future!

For further inquiries contact

Rosemary Parkinson

Office: (246) 435 7714

Cell: (246) 264 7448

Email: rosemaryparkinson2004@yahoo.com