

Welcome to the launch issue of 'Cacique' - interCaribbean Airways' quarterly in-flight magazine.

This first issue of 'Cacique' coincides neatly with interCaribbean's exciting expansion as the airline seeks to serve an even wider network from its Providenciales hub and welcomes additional aircraft to its fleet.

'Cacique' will try to reflect interCaribbean's growing list of destinations, but for this launch issue we concentrate on just three.

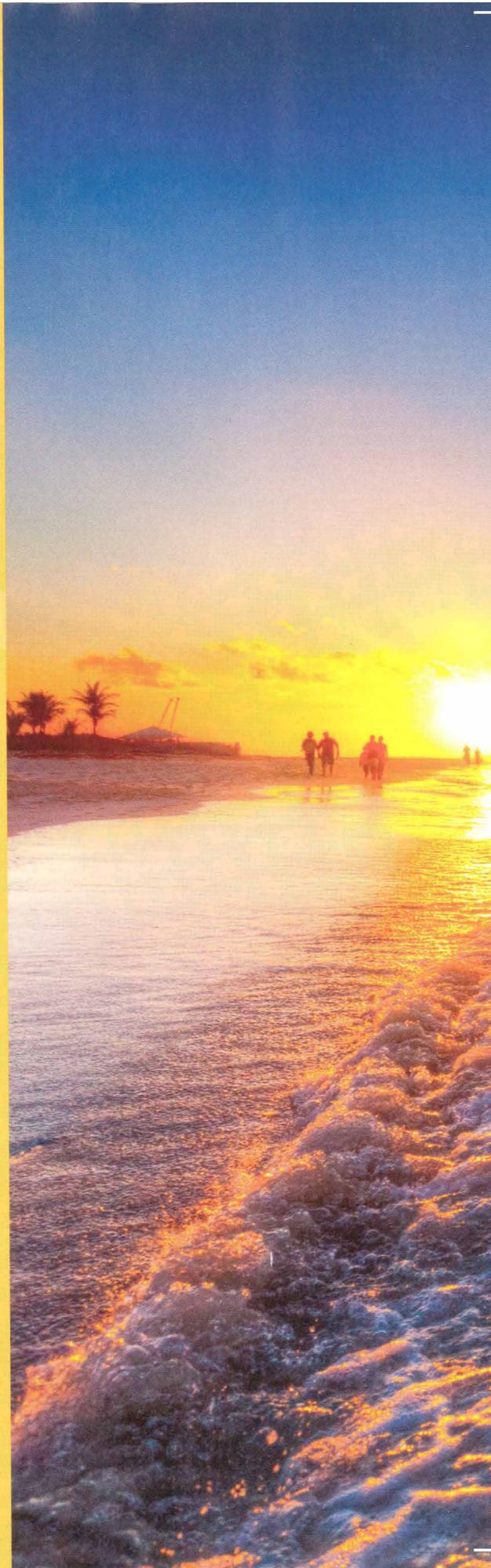
At home in the Turks & Caicos we profile local sporting icon Delano Williams, an athlete sponsored by interCaribbean, as well as the cultural icon Henry the Conch. We look at The Shore Club on Long Bay Beach (the first in a regular property feature), taste TCI's new home-grown ginger beer and play a tricky round at the fabulous Provo Golf Club. Over in Grand Turk, we feature the island's unique feral donkey population.

Now to Jamaica, where we highlight 10 great things to see and do in underrated Kingston and review The Liguanea Club (now much improved) and dine out at 689 by Brian Lumley. The subject of our business profile in this issue is Jamaica's J. Wray & Nephew.

Cacique highlights new developments at Ile-à-Vaches (somehow Cow Island doesn't sound quite so romantic), Haiti's trendy vacation spot, where Carnival Corporation is said to be planning a new cruise terminal.

I hope you enjoy this launch issue of Cacique. Please email me if you have any comments about the magazine.

Gary Gimson
Publisher



How a Turks & Caicos Islander revived a traditional thirst-quencher

By Kirsten Alexander

THIS HOT FAVOURITE IS ONE COOL ISLANDER

don't know about you, but ginger beer is one of my all-time favourite drinks, conjuring up thoughts of lazy days, picnics with family and staying out late. The iconic taste of ginger beer is unrivalled in its synonymity with summer. It's a drink that many people will think of fondly as a glimpse into the recent or distant past.

Perhaps no one thinks of ginger beer more fondly, however, than Georgia Dunn. For Georgia, ginger beer is much more than a welcome memory; it's an important part of her life past, present and future. So much so, that she has dedicated her time and her

energy into creating Islander Ginger Beer, straight from Turks & Caicos.

Georgia, proprietor of the British West Indies Trading Company, is descended from a long line of TCI families: the Harriotts, the Hinsons, the Hutchings and the Deanes. These four families were among the first permanent settlers on Grand Turk and down the years they were heavily involved in the production and export of salt.

Legacy

So influential were these families that their legacies live on today, not only through Georgia but



TCI's very own ginger beer

most notably through Grace Bay, named after Grace Hinson, who married into the Hutchings family. These families helped shape TCI into the islands we know and love today, and Georgia is keen to carry on her ancestors' legacy. She knew that her family had been making alcoholic ginger beer for hundreds of years, so Georgia began her quest to revive the drink: "I spent time in various archives researching 17th and 18th century regional recipes as well as speaking with island families who made fermented ginger beer as a household staple."

In times gone by, ginger beer was the dominant drink in the area, thanks largely to the health benefits that came with it. Ginger is a natural preservative; so, combined with the alcohol content, it reduced the harmful bacteria that can cause food-based illnesses. In addition, it was very easy to make, as Georgia explains: "Ginger beer could be made by anyone with basic household equipment and commonplace ingredients. All that was needed was a clay pot to hold water, a sugar source for the yeast and a combination of citrus, local spices and ginger." Et voilà - a simple, easy and delicious drink.

Trend

A more recent trend in the alcoholic beverage market, however, has been the rise in popularity and consumption of craft beers, and Georgia believes this has created the ideal conditions for marketing her ginger beer: "The public is much more discerning these days about what they

eat and drink, seeking natural ingredients with an authentic culinary experience," says Georgia. "Islander Ginger Beer, as a hand-crafted beverage made with all fresh ingredients in small batch production, offers this high-quality experience." The public are, indeed, becoming more choosy about what they consume - a trend that Georgia describes as "moving away from the fast food and franchised world". Customers are making their own choices rather than being told what to consume; and they seem willing to pay a bit more for something of quality.

Benefits

In addition to its refreshingly natural ingredients, Islander Ginger Beer has another benefit that is a welcome inclusion in the alcoholic drinks market: it's gluten-free. Unlike beers containing wheat, Islander Ginger Beer is perfect for those who suffer from gluten intolerance, or simply choose to avoid it. According to Georgia, this relatively small but rather powerful group "view their food choices as less of a luxury and more of a necessity".

On top of the natural and fresh ingredients, Georgia has put her heart into the creation, development and production of something that is important to her and many others. "I manage the process from start to finish and micromanage each step along the way," she says.

The dedication and passion shown by Georgia are refreshing. Whereas in some other companies there can be a distance between producer and consum-



Islander Ginger Beer has another benefit that is a welcome inclusion in the alcoholic drinks market: it's gluten-free.

er, Georgia responds personally to every inquiry about Islander and is passionate about continuing her family's legacy, stretching back hundreds of years, as well as making a delicious beverage. She doesn't do it alone, however. According to Georgia, the brand

has a committed following - "a force to be reckoned with" - who are helping to make Islander Ginger Beer a household name.

After more than 500 years in the making, what's next for the brand? Well, Georgia has big plans: "Ideally I would like to see

Simple ingredients pack a powerful punch



Georgia Dunn, the driving force behind Islander

Islander Ginger Beer offered throughout the Caribbean so that the sugar cane-based alcoholic ginger beer can reclaim its mantle as the most dominant beverage in the region."

Ambassador

Alongside Turk's Head beer, which is also available in the Turks & Caicos, the ginger beer is a perfect brand ambassador for TCI. The two drinks may differ in taste, market and price, but they are united in promoting a small but beautiful destination to the rest of the world. So let's raise a glass to the future of Islander Ginger Beer and to TCI. Here's to another 500 years!