



FOR IMMEDIATE RELEASE

CIBC CARIBBEAN AND VISA PARTNER TO CELEBRATE JAMAICA FOOD AND DRINK FESTIVAL'S 'DECADE' EVENT

Kingston, Jamaica – November 12, 2024 – The Jamaica Food and Drink Festival celebrated its 10th anniversary with the highly anticipated 'Decade' event last Friday at Camp Way, UWI Mona. The event was a vibrant celebration of Jamaica's culinary talent by bringing together signature festival favorites such as Pork Palooza, Chopstix, Crisp, and Picante. Attendees were treated to an extraordinary experience enhanced by the presence of CIBC Caribbean and Visa, who collaborated to offer exclusive perks and engaging activities at the CIBC Visa Platinum booth.

CIBC Caribbean's partnership with Visa - underscored both brands' shared commitment to supporting and celebrating Jamaican culture. Festival-goers were welcomed into an interactive zone at the CIBC Visa Platinum booth, enjoying exciting giveaways, Signature Prosecco cocktails, the Magic Mirror instant photo booth, and insights into how CIBC Caribbean can support their financial goals.

"We are delighted to have partnered with Visa to celebrate the Jamaica Food and Drink Festival's 10th anniversary," said Samantha Suttle, Marketing Manager of CIBC Caribbean Barbados. "This collaboration provided a wonderful opportunity for us to connect with clients and the wider community while showcasing our ongoing support for Jamaican culture and events that bring people together."

Visa, which has supported the festival for the past six years, welcomed the collaboration with CIBC Caribbean. "For the past six years, Visa has proudly supported and partnered with the Jamaica Food and Drink Festival, and we're honoured to continue this journey as they celebrate their milestone 10th anniversary. This year, we're thrilled to welcome CIBC Caribbean as a sponsor partner for the first time, adding even more value to the festival's regional appeal," said Waldemar Cordero, Sr. Director for Marketing at Visa Central America and the Caribbean.

"Our partnership with CIBC strengthens our commitment to fostering experiences that resonate with both local and regional audiences. With CIBC's involvement in signature events, such as Saveur in the lead-up to the festival weekend and Decade as a crowning highlight, we're united in a shared vision to support this significant Jamaican tradition. With CIBC and the Jamaican Food and Drink Festival, we were excited to share the resounding success of the past weekend. We eagerly anticipate engaging with consumers across Jamaica and the Caribbean, celebrating this special event and the next chapter in our partnership."

At the heart of the festival was the CIBC Visa Platinum booth, where guests were treated to exclusive rewards, including a special Visa Platinum offer designed for CIBC cardholders.

"This year's 'Decade' event was truly special, bringing together a decade of festival highlights into one unforgettable evening," added Suttle. "We're proud to have played a part in such a

meaningful celebration and look forward to continuing our support for Jamaican culture and culinary innovation."

Ends



(L-R) Bianca Duguid-Smith – Senior Product Manager, CIBC Caribbean; Tashanya Palmer – Digital Banking Officer, CIBC Caribbean; Downen Allen – Associate Director, Cards & Payments, CIBC Caribbean; Jennifer Fuller - Director, Enterprise Payments, Cards & Merchant Services, CIBC Caribbean; Frank Gandarillas – Senior Director, Business Development, Caribbean Countries – VISA and Britteny Reid – Digital Banking Officer, CIBC Caribbean, at the 10th Annual Jamaica Food & Drink Festival on Friday, November 8, 2024



Olympian Asafa Powell (left) and Downen Allen – Associate Director, Cards & Payments, CIBC Caribbean, at the 10th Annual Jamaica Food & Drink Festival on Friday, November 8, 2024

CIBC Caribbean

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Personal and Business Banking and Wealth Management segments. We are located in eleven (11) countries around the Caribbean,

providing the banking services through approximately 2,700 employees in 45 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC Caribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC Caribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC Caribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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