

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Bring The Flavors of Aruba To Your Kitchen This National Cooking Day
Date: Thursday, August 31, 2023 9:32:43 AM
Attachments: [image001.png](#)
[image002.png](#)
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[image004.png](#)
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[image006.png](#)

Hi [REDACTED],

Just wanted to share the team's latest pitch for National Cooking Day. This pitch was sent out today, 8/31 to 70 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] • [REDACTED]

From: [REDACTED]
Sent: Thursday, August 31, 2023 9:53 AM
To: [REDACTED]
Subject: Bring The Flavors of Aruba To Your Kitchen This National Cooking Day

Hi [REDACTED],

Reaching out today to share a potentially fun Caribbean spin on National Cooking Day coverage!

Aruba, not only known for its award-winning beaches and picture-perfect weather, is also a cultural melting pot with people from over 100 different nationalities living on island and cooking up a diverse range of signature dishes.

In honor of National Cooking Day on September 25, please find a brief overview of some traditional dishes from the One happy island for your readers to try at home below, and hi-res images can be found [HERE](#).





Is this a fit for your coverage? Happy to answer any questions you may have!

Thanks!

[REDACTED]

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	<p style="text-align: center;"><u>Keshi Yena</u></p> <p>Keshi Yena, which translates to “filled cheese shell”, is one of Aruba’s best-known traditional foods and features a combination of a mix of meat, vegetables, and dried fruits all baked together in a cheese rind. A full recipe can be found HERE.</p>
	<p style="text-align: center;"><u>Funchi</u></p> <p>This delicious cornmeal mush is a beautiful simplistic Aruban staple made with cornmeal, salt, and butter that is often served as a compliment to stews soups but works great with a zesty hot sauce as well. Please find a full recipe HERE.</p>
	<p style="text-align: center;"><u>Pastechi</u></p> <p>A traditional breakfast pastry found throughout the One happy island, Pastechi is a savory snack consisting of crescent-shaped deep-fried dough and a variety of ingredients ranging from chicken to tuna, vegetables, or cheese. Please find a full recipe HERE</p>
	<p style="text-align: center;"><u>Beregein Hasa</u></p> <p>Popular among vegan and vegetarian visitors, Beregein Hasa is a traditional dish, which translates to “fried eggplant”, is a simple and quick recipe featuring Eggplant cut lengthwise into slices that is sprinkled with salt and pepper before it is fried in hot butter to get a nice light brown. To round out the dish, your readers should pair it with a medley of fried tomatoes and onions. Please find a full recipe HERE.</p>
	<p style="text-align: center;"><u>Aruban Fried Fish</u></p> <p>Surrounded by a thriving marine environment</p>



and a large variety of local fish, fresh fish is caught and prepared daily throughout the island and local restaurants have put their own spin on preparing a fish fry. Conch, tuna, wahoo, mahi-mahi, grouper, snapper, and other fish are often served with Pan Bati which is a thin corn flour pancake that's ideal to soak up sauces or dip in soups. Please find a full recipe [HERE](#).



Sopi Oester

One of their most popular seafood soups is Sopi Oester, an oyster soup made with a light, cream base, and bacon providing a thick, smooth consistency and flavorful finish. A full recipe can be found [HERE](#).

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