

From: [REDACTED]
To: [REDACTED]
Subject: FW: CELEB INTERVIEW OPP: Award-Winning Chef Marcus Samuelsson
Date: Friday, September 25, 2026 12:37:09 PM
Attachments: [image001.png](#)

Hi [REDACTED],

Please see below for our Autentico interview pitch, which was sent out yesterday, 9/24, to 86 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Thursday, September 24, 2026 11:42 AM
To: [REDACTED]
Subject: CELEB INTERVIEW OPP: Award-Winning Chef Marcus Samuelsson

Hi [REDACTED],

Reaching out to see if you're interested in interviewing eight-time James Beard Award-winning chef, restaurateur, author, and TV personality [Marcus Samuelsson](#) following his participation in Aruba's upcoming signature culinary festival?

Marcus will be on the One Happy Island to participate in [Autentico](#) (10/3-10/11), Aruba's signature culinary festival celebrating the island's 100+ nationalities through food. He'll be cooking alongside top chefs from Aruba and abroad, hosting an exclusive dinner, taking part in immersive culinary experiences, and experiencing the diverse flavors and traditions that shape Aruba's food scene.

Marcus would be happy to discuss:

- His experience at Autentico and cooking alongside Aruba's chefs
- How his Ethiopian roots, Swedish upbringing, and global travels have shaped his approach to food
- The flavors, ingredients, and culinary trends inspiring him right now
- What's next across his restaurants, television work, writing, and other projects

Marcus is available for a 15-minute interview on the afternoon of October 19, via Zoom (on or off camera), phone, or email.

Please find more details on Autentico below. If interested, we'd be happy to follow up with imagery of Marcus in Aruba after the event.

Let me know if you'd like to connect with Marcus – looking forward to hearing from you!

[REDACTED]

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Autentico

- Aruba's annual signature culinary festival, celebrating the island's diverse culinary scene through bold flavors, creativity, and cultural connection.
- Features exclusive restaurant menus, curated bucket-list dining experiences, and The Pavilion – a lively, open-air finale with 40+ restaurants, beverage partners, and vendors.
- Local and international chefs collaborate to showcase the diverse influences shaping Aruba's culinary scene.

Culinary in Aruba

- Home to more than 100 nationalities, Aruba is a melting pot of cultures and flavors, with culinary influences from the Caribbean, South America, the Netherlands, and beyond.
- The island boasts 250+ restaurants offering everything from traditional dishes like keshi yena and funchi to global cuisines and innovative new concepts.
- Aruba's diverse dining landscape and growing culinary experiences continue to strengthen the island's reputation as a standout food destination in the Caribbean.

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.

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