



## PRESS RELEASE

**For Immediate Release:  
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### **TASTE THE CARIBBEAN RETURNS TO LITTLE JAMAICA WITH ITS FIRST CULTURE & MARKET HUB**

**'Taste the Caribbean Culture & Market Hub: A Pop-up Experience'** will be held in Little Jamaica, offering a vibrant communal space where the public can engage in various activities designed to preserve and share culturally significant content. A series of workshops, culinary demos, fireside chats, game tutorials, pop-up market, complimentary tasting stations, photo station and live DJ are planned for the 2-day weekend event, October 18 & 19, 2025. The Hub will be taking over the former Monica's Cosmetic Supply store, which was recently transformed into an entertainment venue, paying tribute to its iconic role in the community since the 1970s.

Coming off the viral success of the Taste The Caribbean Food Festival held at St Lawrence Market with the support of the local BIA for the past three years, the not-for-profit, CariFestival Association continues its momentum in creating opportunities for local Caribbean-owned businesses across the GTA. "With so many cancelled events in the city this (past) summer, I salute the team" shared Rehuda Jack-Caesar, owner of Caesar House of Bread, a repeat showcasing small business vendor. Jack-Caesar continues to share "It really takes dedication, passion and love for the culture to execute such a topnotch event."

With the support of the City of Toronto's Main Street Innovation Grant, CariFestival Association is providing all programming at no cost to the public. Pre-registered guests will have the opportunity to join a steelpan experience led by Sip & Play TO, children can explore their creativity through the Likkle Mas Makers workshop with Freedom Mas Band, Jamaica's first mas band in Toronto, sample breakfast staples at culinary demos led by award-winning Twist Catering and Cuisine By Noel and learn the popular Jamaican board game ludi and dominoes through guided game tutorials with Ludi4Life. The full schedule can be found on their Instagram account [@TasteTheCaribbean.ca](#) and [@CariFestival](#).

"General admission guests and public walk-ins at the pop-up experience can enjoy rotating featured vendors at the Flava Nook, offering complimentary tastings, alongside live music, the History Corner, and shopping at the Marketplace. Thanks to sponsorship from the Jamaica Tourist Board, the first 150 attendees each day will also receive a free swag gift," says Sandi Folkes, Founder & CEO of the CariFestival Association. "We invite everyone to explore Little Jamaica and connect with long-standing local business owners, some of whom have served the community for over 40 years. Our goal is to celebrate and preserve Jamaican and Caribbean heritage while welcoming Toronto's diverse communities and ensuring this rich culture remains central to the area's future growth."

The Taste The Caribbean Culture & Market Hub opens registration on October 1 through Eventbrite or **[bit.ly/ttchub25](https://bit.ly/ttchub25)**

**Taste The Caribbean Culture & Market Hub: A Pop-up Experience**

**Pop-up Dates:** October 18 & 19, 2025

**Time:** 10am to 7pm

**Open To The Public:** Free

**Location:** 1553 Eglinton Avenue West at Marlee Ave (near Reggae Lane)

**Instagram:** @TasteTheCaribbean.ca and @CariFestival

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