

## PRESS RELEASE

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# Irrawaddy Voyages embraces Made in Burma

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An ongoing theme for sustainable tourism and ethical business practice is to support local services and buy locally made products. In the travel & tourism industry, this entails a delicate balance between what is traditional, genuinely local and of suitable quality to satisfy regional and overseas visitors.



#### Bon Appetite - Made in Burma Cuisine

Throughout Southeast Asian countries, their unique cuisines may be world famous however, inbound travelers inbound often journey in peril, anxious of that extra hot chili or unsuspecting street food. And so Irrawaddy Voyages chefing brigade have embarked on an informal way to experience, interact and savor the unique tastes & flavors of Burmese recipes, ingredients and cooking styles. More than just a cooking demonstration, curious guests are invited to join the Head Chef during shore excursions, when he occasionally ventures for fresh produce at the local markets. The seasonal fruits and vegetables in Myanmar can be varied and quite exquisite. Back onboard and it's time for 'ultra-hygienic' washing of organic produce and food preparation, witnessed by our inquisitive guests.





Salute' - Made in Burma Wines

Introducing Red Mountain Wines and the Myanmar 1st Vineyard Estate.

The grapevines are aligned, dispersed over terraces, overlooking the serenity of Inle Lake in Shan State - Northeast Myanmar. Myanmar's wine industry pioneer is German national Bert Morsbach, who created the country's original vineyard named Aythaya. Back in 1998, 4,000 vines were imported from France and planted in Eastern Karenni State. Today the main centre for viticulture is Shan State. As a result of unique micro-climates, rich soil fertility and elevation these ideal conditions mean the vines enjoy cooler temperatures. Although it is known for its rich fertile soil, Myanmar's tropical climate and relatively short days during the June – July budding season, means that only a few types of grapes are able to thrive. For the first time Irrawaddy Voyages is now serving a selection of *Red Mountain* vintage Chardonnay & Sauvignon Blanc White wines by comparison to *Myanmar 1st Vineyard Estate's* vintage Shiraz Red & Rose' wines.



"Anyone for High Tea..." - Made in Burma

#### Introducing the *Irrawaddy Tea Emporium*

These 100% Burmese made teas are cultivated in the lush highlands of Shan State, a region renowned for its picturesque mountain ranges and river valleys. Grown in a cool climate with clean, misty air and without the use of chemicals or pesticides, these classic teas represent the best Burma has to offer. Tea harvesting in Shan State serves as a main source of livelihood for local villagers, particularly the ethnic Palaung natives. *Irrawaddy Tea Emporium* is committed to supporting the tradition of tea cultivation in Shan State and working with local stakeholders to ensure its sustainability.

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Irrawaddy Voyages, Myanmar

Tel: +95 1 387547/ 387548

Web: www.irrawaddyvoyages.com

Media Contact: Barry Atkinson

E-Mail: bja@irrawaddyvoyages.com

### Irrawaddy Voyages Co Ltd. Responsible Purchasing Policy 2018/19

#### Purchasing Policy & Guidelines

Irrawaddy Voyages continues to purchase responsibly to benefit the operations of the cruise vessels; the local community, the environment and our guests. Our purchasing guidelines include the following:

Operate a "mend, reuse or recycle" policy, to ascertain if waste or redundant products can be reused or recycled before new purchases are made. Buy items in bulk to reduce packaging. Work to reduce non-essential packaging with regular suppliers. Promote local purchasing whenever possible to meet the companies purchasing criteria in terms of quality, competitive pricing, service, consistency and delivery guarantees. Support local and organic/ non chemical food purchases from Mandalay region, Bagan region, Irrawaddy region Yangon. Promote goods and services from local NGOs, social enterprises and local craft producers to travelers cruising with Irrawaddy Voyages. Check for licenses, certifications and permits to trade. Embrace ISO approved products. Avoid single use plastics wherever possible. Preferred products will be sourced from those suppliers who share the same values that include respecting the environment, provision of local benefit whilst still delivering high quality service and goods at a competitive price. Energy efficiency of equipment and technology will be considered alongside price, quality and local availability.