

Media Inquiries:
Amy Kerr and Erica Hammett
MP&A Digital & Advertising
(757) 645-3113
amy@madiganpratt.com
erica@madiganpratt.com



FROM MENACE TO MOUTHWATERING: EATING THE WAY TO SUSTAINABILITY

EAGLE BEACH, Aruba—June 5, 2017— [Bucuti & Tara Beach Resort](#) is helping to “reel in” a daunting Caribbean issue: invasive lionfish. The eco-friendly resort is turning an environmental threat in the sea into a healthy dish on land.

Introducing lionfish ceviche, the resort’s culinary team combines fresh-caught lionfish, with fresh Caribbean ingredients including lemon juice, avocado, shallots, tomato, virgin olive oil and herbs. Paired with fresh tortilla chips and a stunning view of the Caribbean Sea at Bucuti’s [Elements Restaurant](#), this coastal dish is quickly gaining popularity among guests. Bucuti is now listed on the website for [Reef the Environmental Education Foundation](#) (REEF) for offering lionfish on its menu as an environmentally friendly – and tasty – solution.

Named by GreenGlobe as the World’s Most Sustainable Hotel/Resort, Bucuti sources lionfish from a local fishery that works with island fisherman and the Aruba Reef Care Foundation to catch the threatening species. A showstopper to look at, the lionfish is a highly destructive marine predator threatening Aruba’s delicate coral reefs, devastatingly devouring more than 50 fish species and altering aquatic habitats.

The non-native lionfish has few natural enemies. In just 10 short years, it has proliferated throughout the Caribbean and U.S. eastern seaboard as shown on this [animated graph](#) from the U.S. Geological Survey. Adding to the challenge, lionfish breed every four days and are highly difficult to catch by rod and reel. Most are captured by being speared or as a byproduct of lobster or crab traps.

Bucuti has a 30-year history of implementing solutions that help protect the endangered environment. From providing every guest with a reusable canteen and banning water bottles (keeping 290,000 plastic bottles from the landfill) to revising portion sizes that curtail food waste, Bucuti is known for taking an active approach to problem solving and inviting guests to join in initiatives. Now, turning trouble into benefit, Bucuti guests are only too happy to assist – by savoring one delicious bite at a time.

To learn more, visit Bucuti.com.

About Bucuti & Tara Beach Resort

Named the No. 1 Hotel for Romance in the Caribbean for 2017, and No. 1 Hotel in the Caribbean for two years in a row by guest-driven TripAdvisor, Bucuti & Tara Beach Resort is Aruba's premier adults-only boutique resort. Led by celebrated hotelier and environmentalist, Ewald Biemans, the resort is nestled on the powdery white sands of Eagle Beach, home to protected sea turtles and named one of the "Dream Beaches of the World." Bucuti offers 104 well-appointed guestrooms, suites and penthouses; sunbeds and shade for every guest; fresh water infinity pool; spa; WiFi; and complimentary iPad with Skype for use during stay. Award-winning, fresh, healthy dining is enjoyed at oceanfront Elements; epicurean-lovers' Carte Blanche; Tara Lounge; and private beach dining. Reserved exclusively for guests and their friends, the open-air SandBar on the beach offers top-shelf cocktails and live music daily. The resort is TAG Approved® as a gay friendly hotel. Bucuti, a worldwide sustainable tourism leader, holds eco-certifications of LEED Silver, Green Globe Platinum, ISO 14001 and Travelife Gold.

###