

# Beautiful SAMOA

## THE TASTE AND FLAVOURS OF SAMOA

London, 16 May 2019 - Some of the best things about heading to Samoa are its turquoise blue waters, coral reefs, palms, lush rainforests, temperatures averaging at 27 degrees and beaches straight out of a picture book. With this in mind, food in Samoa may not be something you think of initially when you plan to head to the heart of the South Pacific, yet there's an abundance of delicacies and food experiences to be savoured in Samoa.

Seafood lovers will delight in freshly caught crayfish, snapper, octopus, tuna and much more. Visitors keen to try something a little different however will opt for *Palolo* - Samoa's answer to caviar! No trip would be complete without *oka*, a refreshing raw fish mixture marinated in coconut cream, lemon juice, chilli and onions.

Traditionally, Samoan food is cooked on a fale where the umu (earth oven of hot stones) is laid three times a day to cook the meals. The food is wrapped in banana leaves to seal in the heat and the parcels are placed amongst the stones to bake for two hour before the umu is lifted for the piping hot food to be served. No artificial flavours and additives used here.

Those with a sweet tooth will enjoy *fa'ausi*, a Samoan dessert combining *fa'apapa* (sweet coconut bread) with a sweet and rich coconut caramel sauce coating. The health conscious will be able to indulge in locally grown tropical fruit platters filled with papayas, star fruit, bananas, mangos and pineapples to name but a few.

The perfect way to sample authentic Samoan cuisine is to attend a Fiafia night. Held by most local hotels and resorts, Fiafia provides guests with an insight into the rich 3,000 year old culture only found in Samoa – Fa'a Samoa (the Samoan Way). It is a celebration of all things Samoan combining lavish buffets using fresh produce from the local area and local entertainment

retracing Samoa's story. The evening commences with the women performing the beautiful [Siva Dance](#) and the energy transforms as the men perform the Faataupati (clapping dance) and heat up with the Siva Afi (fire knife dance). The evening culminates with the Tauluga (final dance) when guests are invited to join in and learn a few moves to take back home to show their family and friends!

-ENDS-

For more information please contact:

Samoa Tourism Authority

Tel: +44 208 877 4512

Email: [samoa@representationplus.co.uk](mailto:samoa@representationplus.co.uk)

Visit: [www.samoa.travel](http://www.samoa.travel)

Notes to editors:

**Samoa: The Treasured Islands of the South Pacific** - The islands of Samoa - are the true heart of Polynesia. Ten islands of stunning wild beauty, Samoa - or Independent Samoa as it is known so as to avoid confusion with American Samoa, is paradise waiting to be explored. From powder soft beaches, to warm tropical seas, colourful coral reefs alive with marine life. The rugged, lush interiors reveal endless wildlife, waterfalls and hiking trails.

Images available upon request.