



## RICK'S CAFE HAS PLAYED AN INTEGRAL ROLE IN SHAPING JAMAICA'S INTERNATIONAL PROFILE

Located at West End Negril, Jamaica, Rick's Cafe is a beloved icon of Jamaican culture and one of the island's most famous establishments. Since its inception in 1974, Rick's Cafe has embodied the spirit of Jamaica through its breath taking views, warm hospitality, and its steadfast commitment to providing an unforgettable experience for visitors from all over the world. For more than five decades, Rick's Cafe has stood as a beacon of excellence, offering a blend of natural beauty, local culture, and world-class service.

Rick's Cafe has played an integral role in shaping Jamaica's international profile. As one of the island's first bars to introduce cliffside dining, it has provided visitors with unparalleled vistas of the Caribbean Sea, coupled with unforgettable experiences like cliff jumping and vibrant local music. Over the years, it has become a must-visit destination for travellers seeking to immerse themselves in the charm of Jamaica.



## OUR HISTORY

In April of 1974 when founder, Richard Hershman, discovered this beautiful cliffside location. At that time, Negril was still a sleepy fishing village with little development and few modern amenities. The land was originally owned by a local doctor, son of independent Jamaica's first Governor General. This iconic cliff side location became the first public bar and restaurant on the West End cliffs, boasting an unrivalled view of the sunset. Rick's Cafe quickly became a premiere gathering spot. We are proud to be recognized as a Jamaican Tradition for residents and visitors alike. September 1988, Hurricane Gilbert completely destroyed Rick's Cafe, bringing waves of over 25 ft. Rebuilt and stronger than ever, Rick's Cafe enjoyed 16 years until September of 2004. Hurricane Ivan roared through, the most destructive storm to date. Record waves of 80 ft. reduced Rick's Cafe to kindling wood. Once again, we rebuilt Rick's Cafe and are now bigger and better than ever. The Rick's Family includes a staff of 115 to serve our guests and to maintain the 1.5 acre property. Many of our staff have been part of the family for more than 30 years. President of Rick's Cafe, Tom Martin, moved to Negril in 1973 and partnered with Hershman soon after. He is full of stories of the early days and happy to share them. Our entire Rick's Family welcome you and hope your visit will be very memorable.

If there is anything you need, please don't hesitate to let us know. We are grateful for the opportunity to serve you and appreciate your business. Thanks for making it Rick's.

Richard Hershman, and partners Larry Swartz and Lester Grossman, bought a 1.5-acre property along the 35-foot cliff edge on the West End in the early 70s. The previous owner Dr. Winston Clifford was a Grange Hill doctor. The property had a cottage, garage and a swimming pool and was used as a weekend getaway by the doctor and his family. While building their restaurant and bar the partners stayed at Daniel Connell's nearby Palm Grove Cottage. Rick's Café opened in April 1974 and has maintained much of the original ambience despite some major setbacks. The early days were sometimes challenging; water, ice and beer were often in short supply. Ice was purchased twenty miles away in Savana-la-Mar. Beer would occasionally come from local grocers and the water supply for the whole of the west end was, and still, not always reliable.

Telephone service for the west end did not arrive until 1985. However, by that time Rick's was the go-to place in Negril. With the opening of Hedonism II tour buses arrived every evening and celebrities made frequent appearances, **Continue to page 28.**



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including Ringo Starr, John Candy, Chevy Chase, and Ronnie Wood from the Rolling Stones.

In September 1988 Hurricane Gilbert paid a visit with waves crashing ashore at up to 25 feet above the cliffs, felling every power pole in the West End. Gilbert also destroyed Rick's Café, but the venue was quickly rebuilt. Then, in September 2004 Hurricane Ivan\* came to town, again destroying Rick's with even bigger waves, this time throwing pieces of debris across the road. And that swimming pool which had been converted into a lower level bar was also taken away by Ivan. For a second time Rick's would rise like a phoenix, and the beat goes on. As Tom Martin, a long-time employee, says, "I am working at my third Rick's. This property just keeps on giving!"and businesses in the Negril area.

## THE EXPERIENCE

Rick's Café is excited to share some fantastic news! We've recently expanded our offerings with a brand-new event space that's perfect for creating unforgettable experiences against the stunning backdrop of the Caribbean Sea.

Our new venue offers a versatile space that can accommodate a variety of events, from weddings and corporate retreats to private parties and special celebrations. The space is designed to blend the vibrant energy of Rick's Café with the natural beauty of Negril, offering our clients a unique and memorable setting.


Why Choose Rick's Café for Your Group Events?

- Iconic Location: Overlooking the cliffs of Negril, Rick's Café is renowned for its breathtaking sunsets and lively atmosphere.
- Customizable Experiences: We offer tailored event packages to meet your clients' specific needs, with options for catering, entertainment, and decor.
- Professional Support: Our experienced team is dedicated to ensuring every event runs smoothly, from initial planning to the final toast.



-The Rick's Experience: While your groups enjoy the Ricks culture with sunsets views, let us take them on an elevated experience with the different activity options ranging from team building to a Jamaican cooking class.

We believe this new space will be a hit, whether they're looking for an intimate gathering or a grand celebration. We would love to collaborate with you to help create unforgettable moments at Rick's Café.



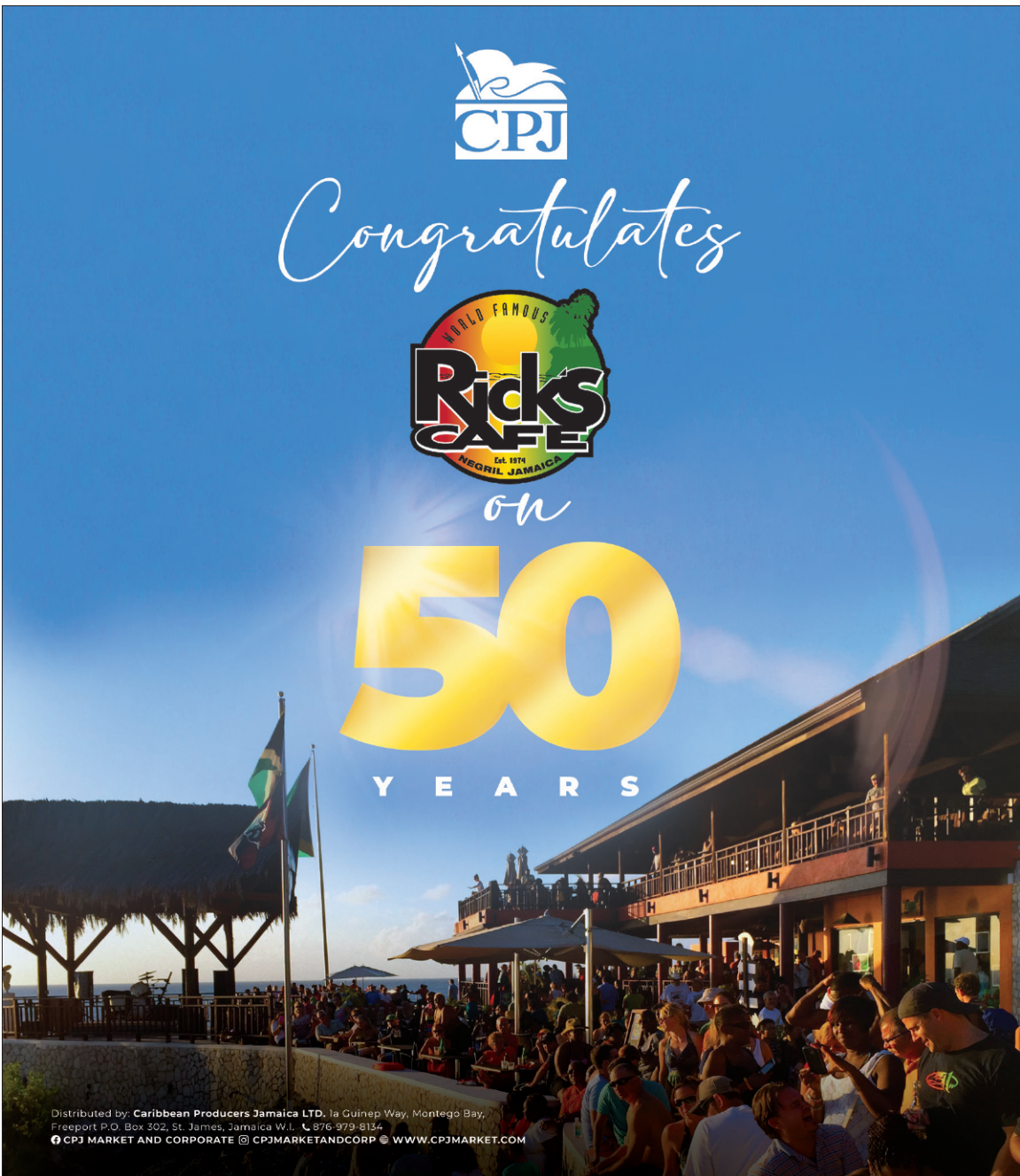
Congratulates



on

50

YEARS



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## GRAND OPENING OF THE EXPERIENCE- JANUARY 18, 2025

The Iconic Rick's Café and Red Stripe, the world's most innovative beer brand, elevated consumer engagement and creativity with the grand opening of The Red Stripe Experience at Rick's Cafe in Negril on Saturday, January 18. Attendees, including keynote speaker The Honourable Dr. Edmund Bartlett, Jamaica's Minister of Tourism, were treated to a journey showcasing the rich history of 'The Beer of Jamaica,' a specially curated menu, corporate networking, and an exciting performance by Agent Sasco.



**Owner Rick's Cafe Steve Ellman, Edmund Bartlett and Daaf van Tilburg Managing Director Red Stripe**

Daaf van Tilburg, Managing Director of Red Stripe, shared, "The Red Stripe Experience embodies our dedication to celebrating Jamaica's vibrant culture while forging meaningful connections with our consumers. This initiative goes beyond showcasing our brand; it deepens our impact by fostering community engagement, boosting tourism, and creating local employment opportunities, all contributing to Jamaica's growth and success."

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# Cheers TO 50 YEARS OF GOOD VIBES



Here's to five decades of bringing people together with sunsets, good vibes, and a cold Red Stripe!

**DRINK  
& LIVE**  
RESPONSIBLY

18 YEARS AND OLDER

#DRINKANDLIVERESPONSIBLY

*Suh Wi Dweet*





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Dr. Edmund Bartlett praised Red Stripe's broader economic impact, highlighting how the project enhances Jamaica's global presence. Dr. Bartlett stated. "The timing is perfect. Global tourism is shifting. Today's travelers seek experiences, not just destinations. The Red Stripe Experience taps into this desire, offering more than a taste of authentic Jamaican beer; it connects visitors with the island's history and culture."

The Red Stripe Experience marks the latest milestone in this enduring collaboration, offering a stunning venue for breath taking views and an exceptional space for both corporate and social events.



**Ribbon Cutting-Sean Wallace Head of Commerce Redstripe, Daaf van Tilburg Managing Director Redstripe, Minister Hon Edmund Bartlett, Steve Ellman Owner Rick's Cafe, MP Moreland Wilson**



**Golden tourism -Margaret Colstock & Edmund Bartlett**



**Bartender Aneita Brown**



**Rick's President Thomas Martin**



**Rick's Team Members- Alexia Smith, Nekeisha Reid, Jonique Scarlett, Margaret Colstock, Shanna Morris**

## THANK YOU



**Owner Steve Ellman**

As we celebrate the incredible milestone of 50 years, we at Rick's Cafe want to take a moment to extend our heartfelt thanks to each and every one of you who has helped shape our journey over the past five decades.

To our local community, thank you for embracing us and growing with us. Your spirit, warmth, and resilience have been the backbone of our success. We are proud to be part of this vibrant and inspiring place we call home, West End, Negril.

To our dedicated staff and management team, past and present – words cannot express our gratitude. Your passion, hard work, and unwavering commitment have been the heart of Rick's Cafe. Every smile you've shared, every detail you've perfected, and every guest

experience you've elevated has brought us to this moment.

To our trusted partners, including JTB (Jamaica Tourist Board) – your support in promoting Jamaica's beauty and culture to the world has played a pivotal role in putting Rick's Cafe on the global map. We are honored to work alongside you in showcasing the magic of Negril.

And to our owners, whose vision and belief in this dream never wavered – thank you for investing not only in a business, but in a legacy. Your guidance and commitment have kept Rick's Cafe thriving through every wave of change.

Fifty years is more than a number – it's a celebration of shared memories, countless sunsets, and a family that spans the globe. From the bottom of our hearts, thank you for being a part of our story.

Here's to the next chapter – and many more years of good vibes, great music, and unforgettable views at Rick's Cafe.

**With sincere appreciation,  
The Rick's Cafe Family  
Est. 1974**

**On behalf of Mavis Bank Coffee Factory Limited, Jablum and Wallendorf Coffee Company, Honorable Michael Lee-Chin- Shareholder and Chairman and Norman Washington Grant- OD JP, Managing Director and CEO congratulates Rick's Cafe on celebrating their 50<sup>th</sup> Anniversary**

**Mavis Bank Coffee Factory  
Jablum - Jamaica Blue Mountain Coffee**



[www.jablumcoffee.com](http://www.jablumcoffee.com)



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# RAINFOREST

*Celebrating 50  
Years of*

# ICONIC FLAVOUR



**MAKE  
DELICIOUS  
MOMENTS**

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