



Press release
For immediate release

A FREE EVENT CELEBRATING ALL THINGS SPICY AT JEAN-TALON MARKET
Hot sauce tasting contest, exhibitors and a salsa dancing lesson for the second annual “Festiv’été édition piquante”



Montreal, June 9, 2025 – Festiv’été édition piquante, Jean Talon Market’s spiciest event, is back for a second edition featuring a delicious free program highlighting all things spicy and the artisans behind them. **The event takes place on Saturday, July 5, from 10 a.m. to 6 p.m. in the event zone at the northwest corner of the market.** As well as sampling the wares of some 15 companies specializing in chili peppers, everyone is invited to take part in a Colombian salsa dancing workshop, attend a hot sauce tasting contest, and enjoy the Latin beats of Colombian band Nico&Pedro as well as the upbeat sounds of DJ Val. This crowd-pleasing program is the perfect way to celebrate summer heat and sample some great Quebec-made products!

A world of flavours to discover

For this second edition, visitors are invited to come taste hot and spicy products from several participating companies – a great way to explore the many nuances of chili peppers processed locally with homegrown and imported expertise. Featured products include processed peppers from Ferme Spika, fermented foods from Ferment, BBQ sauces and spices by Fumivore, and a wide variety of hot sauces created by La Pimenterie, La Sauce MTL, Les piments de l’Isle and Pimente ta vie, ready-to-eat Caribbean fare by Kanaval, pickliz and other Haitian side dishes by Les Produits M, sauces and sides by Saveurs du sud, Mexican-style sauces by Temaca Microsaucerie and chili crunch and Chinese specialties by Teochew Foodie.

To visitors’ delight, Jean Talon Market’s restaurant zone will also be in spicy mode! The team at Bouffe-moi! will serve up its famous Montreal-style jumbo pogos and spicy cocktails created especially for the event.

A Colombian salsa workshop: 100% fun!

From 3 to 4 p.m., it’s time for the joy of the dancefloor with a **free, fun Colombian salsa workshop for everyone**, presented by Mazorca MTL, the acclaimed purveyor of Colombian tacos in the market’s restaurant zone. Absolute beginners and Latin dancing aficionados are invited to make their way to Mazorca MTL’s terrasse at the time of their choosing. Place du Marché-du-Nord will become a big open-air dance

floor – a great place to get up and move and share some laughs while following the lead of the Espace Yambae dance company.

A fiery hot sauce tasting competition

Concluding the day's activities is a hot sauce tasting competition presented in partnership with [La Pimenterie](#). With comedian Dominique Bottex as emcee, this year's edition is going to turn up the heat once again! **From 4:30 to 5:30 p.m.**, the boldest tasters will test their palates by eating chicken or vegan nuggets dipped in progressively hotter sauces, as measured on the Scoville scale. The winner will receive a prize valued at \$340, including a trophy, a challenge box from La Pimenterie, a gift card for \$200 from Les Marchés publics de Montréal and a tote bag. The second and third place finishers will also win prizes, valued at \$175 and \$115 respectively. Registration for the competition is open now and costs \$10. Register at <https://my.weezevent.com/la-compétition-de-degustation-de-sauces-piquantes>.

Festiv'Été édition piquante at Jean Talon Market will be held on Saturday, July 5, from 10 a.m. to 6 p.m. Detailed program: <https://www.marchespublics-mtl.com/evenements/festivete>

This event is made possible by the support of the Ville de Montréal, Mazorca MTL and La Pimenterie.

<https://www.marchespublics-mtl.com/en/>

À propos de la Société des Marchés publics de Montréal
Entreprise d'économie sociale, la Société des Marchés publics de Montréal est la référence en matière de planification, de développement et d'opération d'un marché public. Elle a pour mission d'améliorer l'accès aux produits frais à travers un réseau de marchés publics qui rapproche la population montréalaise des producteur·trice·s et artisan·e·s agroalimentaires d'ici. Depuis 1993, elle est mandatée par la Ville de Montréal pour assurer la gestion du Marché Atwater, du Marché Jean-Talon, du Marché Maisonneuve, de six Marchés de Quartier et de trois Marchés Solidaires. Organisme à but non lucratif, sa gouvernance repose sur un conseil d'administration mixte, composé de cinq marchands et de cinq résidents de l'agglomération de Montréal et son assemblée des membres regroupe près de 200 membres qui commercialisent aux marchés publics. Son réseau est visité par plus de trois Montréalais·e·s sur quatre et cumule plus de 3 millions de visites annuellement.

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