



Press release
For immediate release

The local wine and cider fair: celebrating craft beverages at Jean-Talon Market on August 9 and 10

Enjoy a festive aperitif in the heart of the market with the best Quebec wine and cider



Montreal, July 28, 2025 – Jean Talon Market, in collaboration with SDC Petite Italie, invites everyone who loves gourmet events to this summer's **Local Wine and Cider Fair (Foire des vins et cidres d'ici)**, a festive event on **August 9 and 10 in the market's event zone**. The Fair is well-established as a favourite event for everyone who appreciates local products. It offers tastings of affordable wines and ciders, the ability to purchase bottles directly from producers, great music and – new this year – a tasting circuit where guests can create their own aperitif platter and enjoy a snack while sampling the beverages.

Admission is free. Tasting glasses are \$3.50, and tastings cost from \$1 to \$5 at the producers' discretion.

Tasting Quebec, sip by sip

The fourth annual Local Wine and Cider Fair at Jean Talon Market features some 15 wine and cider producers from different parts of Quebec, proud to show off their delicious creations. Visitors can sample red, white, rosé and orange wines, and all kinds of cider – rosé, sparkling, ice, still or fire. The producers at this year's event are Cidre Sauvageon, Cidrerie Au pied de Cochon, Cidrerie Black Creek, Cidrerie Chemin des Sept, Domaine Amalgames, Domaine des Côtes d'Ardoise, Domaine du petit St-Joseph, Domaine le Grand Saint-Charles, Équinoxe - Ferme cidricole, Errant, La Capsule Temporelle, La Cidrerie d'un Hectare and Vignoble Têtes au vent.

Gourmet nibbles to enjoy while tasting local wines and ciders

To accompany the exceptional variety of wines and ciders on offer, Jean Talon Market invites participants to follow a gourmet circuit through the market. Armed with their circuit card, available online, participants can visit different merchants at their convenience to create a custom aperitif platter. Participating merchants will provide discounts on featured products or offer custom samplers of artisanal saucissons, macarons or fresh oysters, all in the heart of the market. With the circuit and the many wine and cider producers, the Fair is a perfect opportunity to have fun with friends and

family while sampling delicious pairings of products available in the market. The gourmet circuit includes Qui lait cru !?!, Les Cochons tout ronds, La Ferme des Quatre-Temps, La Boîte aux Huîtres, Première Moisson, Le Marché des Saveurs du Québec, Porcmeilleur and Balkani.

Musical program

The ambiance promises to be as perfectly paired as the food and drink! **Abaigar Quartet**, a manouche jazz band comprising a guitarist, bass player and vocalist, will play swing and manouche classics from **11 a.m. to 2 p.m.** on Saturday and Sunday, while **DJ André Bazin** (Saturday) and **DJ Kelly** (Sunday) will keep the zone grooving from **3 to 7 p.m.**

Detailed [program here](#)

This event is made possible by the support of the Ville de Montréal and SDC Petite Italie.

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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Pour toute entrevue ou demande d'informations, n'hésitez pas à contacter:

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