



Press release  
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## **ATWATER AND JEAN-TALON MARKETS WELCOME FOOD ARTISANS**

Stalls supported by Aliments du Québec to showcase local agri-food talent

**Montreal, July 21, 2025** – The Société des Marchés publics de Montréal announces the creation of **new spaces for food processing artisans** at the **Atwater and Jean Talon markets, Thursday through Sunday every week until October 19**. The ambitious pilot project, supported by Aliments du Québec, is part of an initial collaboration. The initiative has **already attracted more than 20 companies** at different stages of growth, showing that public markets are a more important sales venue than ever. The launch of this new opportunity in these two key markets in Montreal's food ecosystem **is warmly received by locavore shoppers** who enjoy new flavours and high-quality products.



“Providing more space for food artisans in our markets is an important part of our mission of bringing consumers and producers closer to one another. Because they transform local foods into value-added products, these companies are a crucial link in our food ecosystem. We believe it’s important to create a space for them where they can meet a clientele hungry for new culinary discoveries,” said **Nicolas Fabien-Ouellet, executive director of Marchés publics de Montréal**.

“This initiative is perfectly aligned with our aim of showcasing local agri-food expertise. Providing a showcase for our food artisans at iconic markets like Atwater and Jean-Talon not only allows us to support promising local companies, it also helps bring consumers closer to the products they enjoy, while celebrating the bounty of Quebec’s terroir,” said **Isabelle Roy, executive director of Aliments du Québec**.

### **Facilitating access to the public markets**

To highlight the launch of this new opportunity, **Aliments du Québec is joining forces with Marchés publics de Montréal to offer a \$25 discount on rental fees for all of its members**. Companies taking advantage of the discount must meet requirements set by Aliments du Québec aimed at strengthening the promotion of local produce and food processing by homegrown companies. The collaboration is focused on discovery and supports local artisans at a crucial point in their development – starting to sell their products to the public.

### **A diverse first cohort of companies**

It should come as no surprise that the cohort of companies recruited for this inaugural season **reflects Montreal's culinary scene: diverse, talented, inspired and delicious.** Each week, visitors to Atwater and Jean-Talon markets will discover a wide variety of products, including homemade preserves by [Simon Turcotte Confiturier](#), frozen dumplings from [Teochew Foodie](#), hot sauces by [Temaca Microsauce Factory](#), fruit and vegetable smoothies for kids by [Apétiti](#), creole sauces from [Ma'am caraïbes](#) and many more. Meeting the artisans is a great opportunity to learn more about their products, inspirations and stories.

### **A welcome marketing boost**

Mariana Martin, the founder and owner of [Carlota Boulangerie mexicaine](#), is one of the entrepreneurs. Selling her pastries at Jean-Talon Market will be an opportunity to introduce customers to the art of Mexican baking, a change from the European traditions more familiar to most Montrealers. Each Sunday, she will be there to show off her expertise, one sweet bite at a time.

“When I arrived in Montreal, I fell in love with the city, and the feeling only grew when I went to Jean-Talon Market. It was a very special moment, and now being at the market with my pastries will be an absolute pleasure. I can't wait to meet the customers and share my labour of love. Each of my pastries is made with local products, and each one has a story to tell!” said **Mariana Martin, owner and founder of [Carlota Boulangerie mexicaine](#).**

The strength of the public markets is that the enthusiasm driving the participating companies is so easy to share with customers. Each day at the market, producers, consumers and **now artisans get together to discover products, sample new flavours and keep working together to build Montreal's culinary identity.**

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

### **About the Société des Marchés publics de Montréal**

The Société des Marchés publics de Montréal is a social economy enterprise responsible for the planning, development and operation of Montreal's public markets. Its mission is to improve access to fresh food through a network of public markets that brings Montrealers closer to local farmers and agri-food businesses. Since 1993, it has been mandated by the Ville de Montréal to manage the Atwater, Jean-Talon and Maisonneuve markets, six Neighbourhood markets and three Solidarity markets. It is a non-profit organization governed by a board of directors composed of five merchants and five residents of the Montreal urban agglomeration. Its membership includes nearly 200 merchants active at the public markets. The Société's network of public markets is frequented by more than three quarters of Montrealers, with more than 3 million visits annually.

**If you would like to arrange an interview or require further information, please do not hesitate to contact :**

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