



For immediate release

OKTOBERFEST RETURNS TO MONTREAL'S PUBLIC MARKETS

An enhanced second edition at Atwater Market and a first edition at Jean Talon Market

Montreal, September 18, 2023 – In collaboration with the Office montréalais de la gastronomie, Les Marchés publics de Montréal – Montreal's public markets – present a second annual Oktoberfest at Atwater Market and a first edition at Jean Talon Market. **Atwater Market** will hold the event on **September 30 and October 1** in collaboration with SDC Les Quartiers du Canal, and **Jean Talon Market will have its inaugural Oktoberfest on Sunday, October 8**. Once again this year, from **11 a.m. to 7 p.m.** beer enthusiasts will have the pleasure of sampling a wide variety of brews from 16 Quebec microbreweries.

Admission is free and tasting glasses will cost \$3.50. The breweries will offer the same pricing for all samples: \$4 for 5 oz. and \$7 for 10 oz.

“Introducing our visitors to new products is in our DNA at Montreal's public markets, and the Oktoberfest events at the Atwater and Jean Talon markets will be perfect opportunities to make new discoveries and learn all about our local expertise. We're proud to offer our visitors this great variety of products,” said **Nicolas Fabien-Ouellet, executive director of the Société des Marchés publics de Montréal**.

“As a partner, the Office montréalais de la gastronomie is proud to support this event highlighting the authenticity of our microbreweries. Our rich brewing culture, combining tradition and innovation, contributes to Montreal's culinary diversity and helps our city stand out as an essential epicurean destination. Join us for this celebration of the art of brewing and of the creativity and innovativeness of our brewers,” said **Yves Lalumière, CEO of Tourisme Montréal**.

“We are committed to helping the Sud-Ouest district thrive, and as THE destination for beer lovers we are proud to participate in this event organized by the city's public markets. We salute this initiative, which showcases our talented brewers and offers the Quartiers du Canal a chance to get people talking about the neighbourhood's diversity,” said **Cyrille Bodiot, executive director of SDC Les Quartiers du Canal**.

16 participating microbreweries

At both events, visitors will be able to sample numerous craft beers created and brewed by the experts at 16 local microbreweries, all in a festive, family-friendly setting.

Microbreweries:

- Bob Magnale Artisans Brasseurs
- Boswell Brasserie Artisanale
- Brasserie artisanale L'amère à boire
- Brasserie Memento
- Brasseur de Montréal
- Brasseur Noir
- Farnham Ale & Lager
- Les Sans-Taverne
- Messorém
- Microbrasserie Benelux
- Microbrasserie Hopfenstark
- Microbrasserie La Souche
- Microbrasserie Trois Lacs
- Overhop Brewing
- Terre à boire
- Trou du Diable

Pleasures for all

The Oktoberfest events will feature nearly 100 craft beers, delicious food from the markets' restaurateurs, and music and activities to create a festive mood for everyone. At Atwater Market, families will be able to enjoy numerous activities for children, including inflatable games, face-painting and creative workshops. At Jean Talon Market, beer lovers will be able to attend tasting workshops, where they will learn how to create perfect pairings of food and beer.

For more information, see the complete program here:

[Atwater Market](#)
[Jean-Talon Market](#)

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 :

Myriam Martin-Brochu

Brand Manager

Société des Marchés publics de Montréal

514-829-5323

mmbrochu@marchespublics-mtl.com