



Press Release  
For immediate release

## **MONTREAL'S PUBLIC MARKETS SHOWCASE QUEBEC'S MICROBREWERIES WITH OKTOBERFEST**

The third annual event features more brewers, more markets and more to discover!



**Montreal, September 11, 2024** – Oktoberfest is returning to Montreal's public markets, and the event promises to be both festive and delicious! The beer-focused event begins at the Atwater Market, with a third edition presented in collaboration with SDC Les Quartiers du Canal **on Saturday and Sunday, September 28-29**, continues at **Jean Talon-Market** for the second year running on **Saturday and Sunday, October 5 and 6**, and concludes with an inaugural edition at **Maisonneuve Market on Saturday, October 12**. In a festive harvest-season ambiance, with plenty of good food and lively music, visitors will spend quality time in their favourite market, discovering the beers of plenty of microbreweries. Each day will also include free activities and games.

Site admission is free. A tasting glass costs \$3.50. Samples from all participating breweries are priced at \$4 for 5 oz. and \$7 for 10 oz.

“Oktoberfest in the Atwater, Jean-Talon and Maisonneuve Markets is an annual event celebrating the latest new beers. It's also a chance to meet the brewers and have a fun day out at your favourite public market,” said **Nicolas Fabien-Ouellet, executive director of Marchés publics de Montréal**.

### **LOCAL CRAFT BEERS FOR EVERY TASTE**

At each of the three markets – Atwater, Jean Talon and Maisonneuve – Oktoberfest will provide the opportunity to sample well-known classics such as Pilsners, India Pale Ales, Stouts, Lagers and Porters as well as exciting new beers.

The participating microbreweries:

- Avant-Garde Artisans Brasseurs

- Bob Magnale Artisans Brasseurs
- Brasserie Passenger
- Brasseur Noir
- Camp de Base, Brasserie Artisanale
- EtOH Brasserie
- Farnham Ale&Lager
- Hopfenstark
- L'amère à boire
- La Chope Angus
- La Fabrique
- Les Sans-Taverne
- Memento
- Messorém
- Microbrasserie Trois Lacs
- Microbrasserie Cardinal
- Microbrasserie Mutoïde
- Ô Quai des Brasseurs
- Robin - Bière Naturelle
- Siboire Microbrasserie
- Terre à boire

### **FREE ACTIVITIES FOR THE WHOLE FAMILY**

At the **Atwater Market**, the event, organized in collaboration with SDC Les Quartiers du Canal, will feature a brand-new terrasse designed to enhance the festivities with even more games and prizes, and above all, to offer visitors delicious pretzels and beer from Siboire microbrewery. Two popular market restaurateurs will also be on hand: Satay Brothers with new sandwiches created in collaboration with Boucherie de Tours, and Aylwin Barbecue with homemade hot dogs and sauerkraut! There'll be plenty of fun for families, with free pumpkin-decorating workshops, inflatable games, face-painting for kids and, what's more, folk and country music performances.

At **Jean-Talon Market**, in addition to the many microbreweries on hand, there will be entertainment for all, including mini-golf and gourmet workshops. The market's restaurant area will be bustling with activity as the summer season draws to a close, and pretzels - an Oktoberfest classic - will round out the menu.

Finally, at **Maisonneuve Market**, a restaurant zone will treat visitors to paella, oysters, pretzels, hot dogs and sauerkraut. Inflatable and giant games and face-painting for children will also entertain families, all in a festive musical atmosphere thanks to Dan Livingstone's Folk band, singer Alexandre Légaré and the 90s rhythms of DJ Kelly.

*View the detailed program here*

*This event is made possible by the support of the Ville de Montréal.*

[www.marchespublics-mtl.com](http://www.marchespublics-mtl.com)

**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.

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