



Press release
For immediate release

A sugar-shack ambiance in Montreal's public markets

Three sweet feasts to celebrate maple sugar season in the heart of the city!



Montreal, March 4, 2024 – The public markets corporation, the Société des Marchés publics de Montréal, invites the public to three gatherings in honour of maple sugar season, one at each of its largest markets. The festivities will begin **on Saturday, March 16 at Atwater Market**, followed by **Maisonneuve Market on Sunday, March 17**, and **Jean-Talon Market on Saturday, March 23**. From **10 a.m. to 5 p.m.**, each market will welcome maple aficionados and novices with a **series of tastings** of maple products, **free for the first 300 visitors**, as well as an unparalleled festive ambiance with traditional Québécois music, a DJ, inflatable and giant games for children and an axe-throwing activity. It's a unique opportunity to learn about and enjoy the exceptional know-how of our maple producers and processors.

“Maple products are among the year's first local arrivals at Montreal's public markets. We are fortunate to be able to count on our maple producers being present in our markets, and that's why we believe it's important to put on a big celebration that brings consumers and these talented producers closer together. In addition, inviting other companies such as producers of maple-based alcoholic beverages to join the party gives the public the opportunity to discover even more local products. Everyone can benefit from their expertise,” said Nicolas Fabien-Ouellet, executive director of the Société des Marchés publics de Montréal



Maple sugar at Atwater Market – Saturday, March 16, 10 a.m. to 5 p.m.

On Saturday, March 16, from 10 a.m. to 5 p.m., Atwater Market will kick off the festivities with the first celebration of maple sugar season. Lovers of tradition and those in search of new flavours will be able to enjoy a host of maple-based products. During the indoor and outdoor tastings offered free to the first 300 visitors, participants will find not only traditional favourites like maple taffy on snow but also pizza biancas and maple cheese and fish. Five producers of maple-based alcohol will also join the party to offer samples of their innovative products. In the outdoor area, a sugar shack menu prepared by the popular Aylwin Barbecue will also be available to visitors with, among other things, maple-smoked sausages and pea soup. Atwater Market promises to be very festive thanks to performances by singer-songwriter Alexandre Légaré and DJ Losier, as well as a variety of activities, including axe throwing and inflatable and giant games for kids!

Participating companies

- Maple taffy on snow and other delicious products from [La Cabane des p'tits Marois](#)
- Maple butter and taffy cones from [Ferme Fernand Théorêt](#)
- Maple-snow sorbet from [Havre-aux-Glaces](#)
- Maple beignets from [Délices MG](#)
- Maple pizza bianca from [Pizza Mia](#)
- Maple candy from [Les Douceurs du Marché](#)
- Maple-smoked fish from [La Poissonnerie du Marché Atwater](#)
- Maple cheese and maple beer from [La Fromagerie Atwater](#)
- Maple cheese bites from [La Fromagerie Hamel](#)
- Maple-flavoured chocolate from [Chocolats Privilège](#)
- Sugar shack-themed menu from [Aylwin Barbecue](#)
- Maple gin liqueur from the distillery [Les Subversifs](#)
- Maple wines from [La Ferme du Loup](#)
- Organic maple wines from [Bol d'air pur](#)
- Maple liqueurs from [Distillerie du Granit](#)
- [Maple liqueur from Cirka Distilleries](#)

Check out the full program here: [link](#)

Maple sugar at Maisonneuve Market – Sunday, March 17, 10 a.m. to 5 p.m.

Foodies are invited to Maisonneuve Market on **Sunday, March 17, from 10 a.m. to 5 p.m.** This gathering will feature festive music and lots of entertainment, including axe throwing and inflatable games. Visitors' taste buds will be tantalized by a series of tastings of delicious gourmet products prepared by Maisonneuve Market merchants and guest businesses, including maple-smoked salmon, sugar tarts and maple cretons in addition to classic taffy on snow and maple-based spirits. The first 200 visitors, young and old alike, will be able to enjoy

maple in its many forms free of charge! A sugar shack menu including pea soup, mulled wine and grilled maple sausages will also be available in the outdoor area. It's the perfect opportunity to celebrate maple sugar season and meet local producers without leaving the city. With performances by singer-songwriter Alexandre Légaré and DJ Mathieu Beauchemin, it's going to be quite the celebration!

Participating companies

- Maple taffy on snow and other delicious products from [La Cabane des p'tits Marois](#)
- Maple sugar pies from [Première Moisson](#)
- Maple cretons from [Boucherie du Marché Maisonneuve](#)
- Maple-smoked salmon from [Poissonnerie La mer](#)
- Delicious products from [Boutique aux Champêtreries](#)
- Maple liqueurs from [Distillerie du Granit](#)
- Maple wines from [La Ferme du Loup](#)

Check out the full program here: [link](#)

Maple sugar at Jean-Talon Market – Saturday, March 23, 10 a.m. to 5 p.m.

Jean Talon Market will close out maple sugar season with a bang by presenting "**Maple sugar at Jean-Talon Market**" on Saturday, March 23, from 10 a.m. to 5 p.m. In a festive atmosphere, everyone with a sweet tooth will be able to enjoy a multitude of maple-based products, which will be free for the first 300 visitors. Indoors and outdoors, participants will be able to indulge in a host of maple products: sorbet, nuts, chocolate, pastries and maple alcohol! In addition to the gourmet tastings, the outdoor area southeast of the market will also feature a sugar-shack menu including maple poutine, maple sausages and mulled wine. This outdoor area will also host performances by singer-songwriter Alexandre Légaré and DJ Mathieu Beauchemin, axe throwing and inflatable games for the whole family. Don't miss out!

Participating companies

- Maple taffy on snow and other delicious products from [Cabane à sucre Chez Christian](#)
- Maple taffy on snow from [Érablière Mont-Rouge](#)
- Maple poutine and maple cones dipped in chocolate from [Ferme René Lussier](#)
- Maple sugar pies from [La Fournée des Sucrieries de l'Érable](#)
- Maple snow sorbet from [Havre-aux-Glaces](#)
- Maple almonds from [Les Noix du Marché](#)
- Maple-flavoured chocolate from [Chocolats Privilège](#)
- Maple bread and maple pies from [Première Moisson](#)
- Maple liqueur from [Cirka Distilleries](#)
- Maple wine from [La Ferme du Loup](#)
- Maple liqueurs from [Distillerie du Granit](#)
- Organic maple wines from [Bol d'air pur](#)
- Maple gin liqueur from the distillery [Les Subversifs](#)

- Maple alcoholic cocktails from Marché des Saveurs du Québec
- Homemade pork sausages in maple syrup from Bar-St-Denis

Check out the full program here: [link](#)

À propos de la 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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