



For immediate release

## **LA FOIRE DES VINS ET CIDRES D'ICI RETURNS FOR A 2ND EDITION AT MONTREAL'S PUBLIC MARKETS WITH A HOST OF NEW FEATURES!**

**Two days at Jean-Talon Market and a 1<sup>st</sup> edition at Atwater Market**

**Montreal, July 26, 2023** - Following the success of the first edition of the Foire des vins et cidres d'ici in 2022 at Jean-Talon Market, Montreal's Public Markets will launch Atwater Market's own first edition on August 5. Proud of last year's success we will also offer an extended version of the Foire at Jean-Talon Market, presented by the Lauriers de la Gastronomie Québécoise, on August 12 and 13. From 10 a.m. to 6 p.m. at Atwater and Jean-Talon markets, wine and cider lovers will discover the exceptional offerings of some 15 local wineries and cider makers. It's the perfect opportunity to fill cellars with new bottles and attend free conferences and workshops.

Admission to events is free, and tasting glasses cost \$5. Tastings range from \$2 to \$5 at the discretion of the wineries and cideries.

"With so many new and distinctive wines and ciders from our terroir, it was only natural to come and celebrate them at our public markets. The Foire des vins et des cidres d'ici is a great opportunity to chat with wine and cider artisans, sample this year's new releases and stock up on new bottles. We're proud to offer a second, improved edition at Jean-Talon Market and a first at Atwater Market," **says Nicolas Fabien-Ouellet, General Manager of Société des Marchés publics de Montréal.**

### **A first edition at Atwater Market**

Atwater Market will present its first edition of the Foire des vins et cidres d'ici on August 5, from 10am to 6pm. Thirteen wineries and cideries will be taking part, including Chemin des Sept, Cidre Sauvageon, Cidrerie Au Pied de Cochon, Cidrerie Autour de la pomme, Cidrerie Black Creek, Domaine du Cap, Domaine du petit St-Joseph, Domaine Le Grand Saint-Charles, La Capsule Temporelle, La Cidrerie d'un hectare, Sommelier Nordiq, Vignoble 1292, Vignoble la Cantina and Vignoble Le Chat Botté. To round out the food offerings of Atwater Market's regular restaurants, Fromagerie Hamel will be offering cheese platters and side dishes for 2, perfect for a picnic, and Boucherie Claude et Henri will be serving up a delicious paella. A musical ambience featuring flamenco guitarist Quique and DJ Todd Willis will round out the festivities.

### **An enhanced second edition at Jean-Talon Market**

To the delight of visitors, the Foire des vins et cidres d'ici returns to Jean-Talon Market for a second year, now extending over two days August 12 and 13. Seventeen wineries and cider makers will be on hand to showcase their beverages, including Chemin des Sept, Cidre Sauvageon, Cidrerie Au Pied de Cochon, Domaine des Côtes d'Ardroise, Domaine du Cap, Domaine du petit St-Joseph, Domaine Le Grand Saint-Charles, Équinoxe, Ferme Cidricole, Errant, Jus Sec, La Capsule Temporelle, La Cidrerie d'un hectare, Léon Courville Vigneron, Sommelier Nordiq, Vignoble 1292, Vignoble la Cantina, Vignoble Le Chat Botté and Vignoble Tête au vent. Visitors will also enjoy delicious food from Jean-Talon Market restaurateurs, plus a performance by chansonniers accompanied by a guitarist and DJ DEAF.

On Saturday August 12, fans of new discoveries will be delighted by a program of six free conferences presented on the mezzanine of Jean-Talon Market and hosted by Geneviève Vézina-Montplaisir.

Lauriers de la Gastronomie Québécoise, a partner of the Jean-Talon Market edition, will be offering tasting workshops on Sunday, August 13, hosted by Christine Plante, who will welcome Caroline Beaulieu, sommelier at Légende par La Tanière, and François-Emmanuel Nicol, chef at the same restaurant. They will be presenting and offering free tastings of tasty appetizers paired with wines or ciders from the event's participating producers. Both are the latest winners of the Sommelier and Chef of the year awards at the Lauriers de la Gastronomie Québécoise Gala, a prestigious event rewarding the best of Quebec's culinary industry.

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

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