



Press Release
For immediate release

A SPICY NEW EVENT TO HEAT UP JEAN-TALON MARKET

A festive atmosphere and hot sauces to celebrate heat during “Festiv’été édition piquante”

Montreal, June 17, 2024 – Jean-Talon Market presents an all-new event, “**Festiv’été édition Piquante,**” a summer festival to celebrate hot weather, spice artisans and hot-pepper growers. **The festivities will take place on Saturday, July 6 from 10 a.m. to 6 p.m. in the events zone at the northwest corner of the market.** Fifteen companies that specialize in spicy sauces and sides and culinary demonstrations will allow the public to discover the great expertise found in the world of the hot & spicy. Festive music, a cocktail bar and a hot-sauce tasting competition will also heat up the atmosphere. It’s a great opportunity to have fun at the market during a free festive event starring hot peppers!

“With ‘Festiv’été édition piquante,’ we’re proud to present another opportunity to celebrate and showcase our local artisans and farmers. We’ve decided to celebrate hot peppers, which Quebecers truly adore for their unique flavours. In keeping with our usual practice, the event will be festive, educational and delicious, thanks to the numerous exhibitors who will excite your taste buds and take you to faraway places,” said **Nicolas Fabien-Ouellet, executive director of the Société des Marchés publics de Montréal.**



Spotlight on artisans and their expertise

Everyone who loves spicy products will enjoy sampling the wares of the 15 specialized artisans participating in the event. They include: the hot sauces made with peppers from Ferme Hill Head Chili, the hot sauces and kimchi from Ferment, the hot sauces and accompaniments from Frère de Feu, the BBQ sauces and spices of Fumivore, the extensive range of hot sauces by La Sauce MTL and La Pimenterie, spice mixes by Les Mélangés, Haitian-style pikliz from Les Produits M, Korean-style kimchi from Madame Kimchi, the sauces and accompaniments

of Saveurs du sud and Les P'tits Pots de Justine, the hot sauces and BBQ sauces of Sinai Gourmet and Papa Ours and Mexican sauces by Temaca Microsaucerie

A hot & spicy program!

From 10 a.m. to 6 p.m., the events zone will offer visitors the chance to discover a wide variety of spicy products made in Quebec, while a cocktail bar will quench the thirst worked up from all the heat. **Between 10 a.m. and 2 p.m.**, culinary demonstrations will reveal the secrets of making select spicy accompaniments and condiments. **From 2 to 6 p.m.**, the groovy beats of DJ Cidoine will keep the atmosphere festive. Finally, **from 4 to 5 p.m.**, some brave individuals will vie for the title of spice champion!

A competition to put the bravest to the test

No pepper-focused event would be complete without a hot-sauce tasting competition! **From 4 to 5 p.m.**, the day's activities will conclude with several brave competitors facing off for the title of spice champ as they sample the hottest sauces made in Quebec. The winner will receive a prize valued at \$300: a selection of sauces and a Marchés publics de Montréal gift bag. Second and third place will also receive a prize. Registration for the competition is now open at a cost of \$5 at www.marchespublics-mtl.com/evenements/festivete.

Festiv'Été édition piquante at Jean Talon Market will take place from 10 a.m. to 6 p.m. on Saturday, July 6. Detailed program: <https://www.marchespublics-mtl.com/evenements/festivete>

This event is made possible by the support of the Ville de Montréal and is presented as part of the pedestrianization of Jean Talon Market, a collaborative project of the borough of Rosemont – La Petite-Patrie, SDC Petite Italie - Marché Jean-Talon and the Société des Marchés publics de Montréal.

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

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