



Tourisme
CANTONS DE L'EST



NEWS RELEASE
FOR IMMEDIATE RELEASE

Look for the BRASSEURS DES CANTONS beer brewers' map

Sherbrooke, May 17, 2017 – Fifteen or so microbreweries from the region have joined forces and gathered under the banner *Brasseurs des Cantons* (*Brewers of the Townships*). The idea of creating a map of the region's breweries grew out of the need to give the association concrete form.

The Conseil de l'industrie bioalimentaire de l'Estrie (CIBLE), under the regional Créateurs de saveurs Cantons-de-l'Est (flavour designers) brand, piloted the project in collaboration with Tourism Eastern Townships. The proposed label, *Brasseurs des Cantons*, was obvious because the aim is to highlight the people behind the products.

The *Circuit Microbrasseries* map shows the establishments where you can taste the beers of the Eastern Townships. The map has a print run of 40 000 copies in French and 13 000 in English. It will be available at breweries, accommodations, and regional tourist information offices as well as in Québec's five Infotourist Centres.

"This is a good way to highlight the wide variety of malted offerings in the region," said David Place of the Microbrasserie La Memphré in Magog. For her part, Microbrasserie Coaticook's Sarah Jolicoeur-Hull added "The map allows visitors to discover each brewer's favourite beer and also provides a suggestion for an activity nearby."

For Tourism Eastern Townships, the consolidation of the breweries under the banner *Brasseurs des Cantons* helps the region stand out from others with places to discover in six MRCs. "The Townships is known as a foodie destination, with more than 250 businesses operating in that sector here. Food tourism is one of the key products on which Tourism Eastern Townships is focusing. After the development of the Route des vins (wine route), and the brands Créateurs de saveurs Cantons-de-l'Est, Chefs créateurs, and Cafés de village, it is time to showcase the richness, the diversity, and quality of our brewery products," noted Francine Patenaude, Director General of Tourism Eastern Townships.

"The microbrewery map is a first unifying project. We, the Brasseurs des Cantons, intend to undertake more joint projects to promote recognition of our products. Créateurs de saveurs Cantons-de-l'Est products can be sampled on a plate or in a glass," concluded Danick Pellerin of Microbrasserie Moulin 7 in Asbestos.

You can view the Circuit *Microbrasseries* map at:
<https://createursdesaveurs.com/fr/microbrasseries>.

Here is the list of breweries participating in the project and a contact at each brewery:

Farnham Ale & Lager	Farnham	Jean Gadoua
Microbrasserie Le Grimoire	Granby	Annie Guillemette
Brasserie Vrooden	Granby	Carol Duplain
Brouemont	Bromont	Patrick Gulusan
Brasserie Dunham	Dunham	Sébastien Gagnon
Auberge Sutton Brouërie	Sutton	Elise Bourduas
À l'Abordage Microbrasserie	Sutton	Dominique Miville-Deschênes
Microbrasserie La Memphré	Magog	David Plasse
Siboire	Sherbrooke	Jonathan Gaudreault
Microbrasserie Le Boquébère	Sherbrooke	Sébastien Authier
La Mare au Diable	Sherbrooke	Christophe Pernin
Microbrasserie Le Lion d'Or	Sherbrooke	Stan Groves
Microbrasserie Moulin 7	Asbestos	Danick Pellerin
Microbrasserie Coaticook	Coaticook	Sarah Jolicoeur-Hull

About the Conseil de l'industrie bioalimentaire de l'Estrie

The Conseil de l'industrie bioalimentaire de l'Estrie (CIBLE, the bio-food council of Estrie) acts as a bio-food roundtable for the Estrie region. The organization is responsible for launching the Créateurs de saveurs Cantons-de-l'Est brand which has more than 130 producers and processors among its members. CIBLE helps businesses with the marketing of their products, primarily in the contexts of the retail market, food tourism, restaurants, and public and solidarity markets. Marketing projects in the institutional marketplace are also underway. CIBLE's operations receive a financial contribution from the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation.

About Tourism Eastern Townships

Tourism Eastern Townships (TDCE) is an association of tourism businesses with more than 550 members. TDCE has been supporting the development of the tourism industry in the Eastern Townships since 1978, by promoting regional products in markets both within Quebec and internationally. Tourism Eastern Townships supports the sustainable development of the Eastern Townships community and is committed to promoting the area's quality of life and natural environment. The tourism industry is an important, dynamic sector of the economy. The 9.7 million visitors (tourists and day-trippers) who explore our region annually generate \$7 million in overnight stays, economic benefits of \$792 million, and support 20 000 jobs in the Eastern Townships.

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Sources:

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