Press release For immediate release

A cornucopia of cuisine in the Eastern Townships!

Sherbrooke, Wednesday July 5th – The Eastern Townships are known as being one of the leading venues for food tourism in Quebec. That isn't surprising! Visitors can enjoy a wide range of culinary attractions – several noted restaurants, 30 wineries and 30 microbreweries and themed circuits such as Les Têtes Fromagères (cheese) and Créateurs de saveurs ("food creators"). Augmenting those gourmet offerings is the Cafés de village network and numerous farmers and public markets. This summer, our food producers, chefs and artisans have also come up with a range of new products and indoor and outdoor experiences featuring food.

Espace Old Mill has opened its doors

Espace Old Mill, located in Stanbridge East in the region of Brome-Missisquoi, opened its doors last February. Operated by people who are passionate about sustainable agriculture and the culinary arts, this combination restaurant/inn occupies one of the most scenic spots in the Eastern Townships. Built during the era of the Loyalists, the historic property, which is now the home of market gardener Jean-Martin Fortier, sits on the banks of rivière aux Brochets (Pike River). Drop by for a meal made with seasonal ingredients, washed down with a local wine! Better still, stay overnight in one of the Old Mill's bright, comfy rooms.

Benito Bistro gets a makeover

Rediscover <u>Benito's</u> tasty Italian food in the setting of its refurbished décor. Now under new management, Benito promises its patrons a warm welcome where they can tuck into hearty pastas and imported wines. An evening to remember - *mangi bene* ("eat well"), *ridi spesso* ("laugh often") and *ama molto* ("love a lot")!

I scream, you scream, we all scream for ice cream!

<u>LeCornet</u>, an ice cream parlour, has opened up next to the Verso Hotel and adjoining Koz Bistro (part of the Pal+ Group). Situated along the shore of Lake Memphremagog alongside the linear bike and walking trail, LeCornet offers locally-made ice creams and related products.

Picnic at Auberge Stanstead

Come and enjoy a unique culinary experience in the enchanting setting of <u>Auberge Stanstead</u>, a haven of tranquility. Every Sunday, you can come and picnic with your family, your friends

or significant other, under the shade of the maple trees on the grounds of the inn. (June to September, between 11am and 3pm. *By reservation only.*)

Le Jardin des Cocagnes refreshes its country table

Le <u>Jardin des Cocagnes</u>, which is situated in Frelighsburg in the region of Brome-Missisquoi, is an eco-friendly collective that specializes in country fare and this year, it has redesigned its menu. Food lovers can enjoy a great meal made with farm-fresh, local ingredients under an awning in an open field.

Chef Oli showcases his formidable cooking skills at Terre Bowker

A tract of rural land surrounded by forest is the setting for the gourmet lunch boxes being created by Olivier Louissaint (aka Chef Oli). Foodies will know him from his television shows and his appearance at <u>Terre Bowker</u> in Warden will allow them to see him up close and personal! Mark your calendars – July 28 and August 4 and 5.

Picnics at Ferme Potagère

<u>Ferme Potagère</u> in Ayer's Cliff practises sustainable agriculture and this summer, you can buy a basket of the farm's organic vegetables and fruit to picnic in their garden.

L'Atelier du pain adds a food counter

Atelier du pain in Magog is a mecca for foodies and it has opened a food counter, right on Main Street (rue Principale). Homemade, artisanal products.

La Vallée du Moulin opens a farm shop

<u>Vallée du Moulin</u>, a producer of organic figs and strawberries, as well as honey and maple syrup, have now opened a shop where you can buy its delicious natural produce. Visitors can also take a guided tour of the installations and learn about how the company employs innovative techniques to manage its energy supply. Reservations must be made in advance (until October 9).

The Compton Evening Market returns for a 9th season

26 producers and artisans are onsite at the <u>Compton Evening Market</u> offering fresh and processed food, as well as ready-to-eat meals. The market offers the ideal opportunity for visitors to chat to the market vendors and for the kids to have fun! (4pm-7pm until September 14.)

A new addition to Le Jardinier déchainé

<u>Le Jardinier déchainé</u> (roughly translated as the « unfettered horticulturalist ») in Cookshire-Eaton, is a grouping of food-related establishments (a farm, a bakery, a Sherbrooke resto) and this summer, in partnership with Chef Daniel Charbonneau of the Empreinte-Cuisine Soignée Restaurant, a gourmet "experience" will be offered to visitors on the farm property (ferme Le Cuisinier déchainé). Les <u>Mal-aimés</u>, as the new foodie attraction is called, will feature local country fare with seasonal ingredients, prepared over a wood fire.

Picnic at La Martine

<u>La Martine</u> is a sugar shack normally associated with the spring, but this summer, visitors can take advantage of its new picnic area. Bring along your friends and family and enjoy sampling some regional products!

A new bakery plant

"Nammy" is a type of doughnut - a sweet creation made with potatoes drenched in maple syrup! <u>Érablière Bernard</u>, a sugar shack in Granby, has opened a new plant to produce this delicious, popular treat.

Sainte-Catherine-de-Hatley gets its first farmers market

This picturesque hamlet (also known as Katevale) sits atop a panorama of the surrounding countryside and this summer, visitors will be able to buy fresh produce and the work of local artisans, at the Marché public des collines, situated at 25 chemin de la Montagne.

Caféin Sherbrooke - For the love of Sherbrooke's cafés

<u>Caféin</u> Sherbrooke is a network of places serving the best coffees in the city. Described as the "ambassador" cafés, they are Pâtisserie Bekkah, Brûleries Faro, Célestine Café, Géogène Micro-Torréfacteur, Café Hubert Saint-Jean, Bistro Kàapeh Espresso, Tassé - Café de Quartier and O Café Nordik. The criteria for inclusion in the network is that they follow a training course on how to welcome tourists (offered by Destination Sherbrooke) and that they must serve premium quality coffees and light meals (to eat onsite or to take away).

Cafés de village adds more members

To really immerse yourself in the heart and soul of a Townships village, we recommend that you visit one (or more!) of the certified establishments that are part of the Cafés de village network. This summer, several more have joined the group and they're guaranteed to give you a warm welcome! The newly certified members are Espace Boho in Waterloo, Café Fabulé (Saint-François-Xavier-de-Brompton), Dora Café & Marché Local (Orford-Cherry River), Café du Couvent Coop (Richmond) and La Station (Eastman).

Another outlet for lovers of a cuppa Joe!

Géogene, a roastery in Sherbrooke, has opened another outlet - <u>Bernache Café Buvette</u> on rue Prospect where it serves light fare and, of course, its own flavourful coffees. A cozy, relaxed ambience awaits lovers of a cuppa Joe and a lot more besides!

About Tourism Eastern Townships

Tourisme Cantons-de-l'Est (Tourism Eastern Townships) is one of 22 tourism associations (ATRs) in Quebec and the official representative of Quebec's Ministry of Tourism in the Eastern Townships. Since 1978, the TCE's mission has been to promote tourism development,

marketing the region within Quebec and internationally. TCE brings together more than 500 members throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry: accommodation, restaurants, attractions, activities and events.

The Eastern Townships is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and spending more than \$900 million annually. The tourism sector is also the region's fourth largest employer, accounting for 17,000 jobs.

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