

Booze ‘n’ bites in the Eastern Townships!

Sherbrooke, July 19th 2023 - Every year, the winemakers, brewers, mixologists and food producers of the Eastern Townships increase the choice of tourism offerings. This summer, the popular Wine Route is celebrating its 20th birthday and around the region, there are more wineries and breweries than ever. As well, some venues are hosting special events. Come and enjoy a glass (or two!) of the region’s alcoholic beverages and wash them down with tasty local food, amid picturesque settings that are hard to beat!

The Brome-Missisquoi Wine Route is celebrating its 20th anniversary

Birthplace of the wine-making industry in Quebec, the Eastern Townships also boasts the very first designated wine route. The Brome-Missisquoi [Wine Route](#) was established a couple of decades ago and it links more than 20 wineries, accounting for 60% of all wine production in the province. Starting in June, visitors can enjoy all kinds of attractions at the vineyards with wine as the central theme – festivals, activities, events and so on and through *Les Amis de la route des vins* (Friends of the Wine Route) they can find information about gourmet attractions on (or near) the Wine Route such as microbreweries, cider makers, restaurants, agritourism businesses etc.

Music along the Wine Route

Don't miss the second musical weekend along the Wine Route on July 22 and 23. [The Escale La Tour](#) company is currently on the road and is performing outdoor concerts at several vineyards in the Brome-Missisquoi region, as part of the Wine Route’s 20th anniversary celebrations. During that weekend, local artists will be performing at Vignoble Domaine Bresee and Val Caudalies.

La Grande Tablée is back!

After an absence of two years, [Grande Tablée à Lac-Brome](#) is back – another celebration in honour of the Wine Route’s 20th anniversary. Diners enjoy 5-course, al fresco meals prepared by renowned chefs, tucking into delicious dishes prepared with fresh, local ingredients, amid the bucolic surroundings of the participating farms and vineyards.

An outdoor exhibition at Maison des vins de Dunham

The Municipality of Dunham is highlighting the important contribution that the Brome-Missisquoi grape growers have made to the Quebec wine industry. A permanent outdoor exhibition has been installed at [Maison des vins de Dunham](#) explaining the history of the wineries and the key role they have played in the economy.

New wineries join the Brome-Missisquoi Wine Route

Vignoble du Picbois in Brigham, which recently joined the Wine Route, has more than 17,000 vines under cultivation. Seyval Blanc, Vidal, Syrah and Pinot Gris are just some of the varietals grown here. Two new members have joined the Brome-Missisquoi Wine Route - [Vignoble le Di-Vin](#) in St-Armand and Vignoble Sugar Hill in Knowlton.

Wine tastings and live entertainment at Domaine Bresee

The [Vignoble Domaine Bresee](#) in Sutton has planned a summer of celebrations including a music festival, an up-and-coming comic, circus acts and more. Fridays and Saturdays (until October 31st). See its [Facebook](#) page for more details. Full program to follow.

Hatley's Domaine Bergeville expands

[Domaine Bergeville in Hatley](#) is enlarging its fermentation and maturing areas, adding an extra 1,500 square metres (16,145 square feet) to the floor surface. Also, it is offering a couple of unique sparkling wines for sale. Appropriately named the "Invincibles", these vintages survived the terrible explosion at the Centre de Valorisation in March 2022. The winery will once again be offering wine tasting workshops (explaining how the bubbly is made), as well as tours of the vineyard.

New tasting sessions at Cep d'Argent

On Fridays and Saturdays (3pm) and on Sundays (2pm), wine-lovers can enjoy a sensory, flavourful experience in the wine cellar at [Cep d'Argent](#). A professional sommelier will guide you through the tastings - including blind tastings! (Until October 29.)

Brasseurs des Cantons – Microbreweries on the march!

Dying for a beer? Meet the beermakers on the [Brasseurs des Cantons](#) Microbreweries circuit – a group of 30 certified brewers across the Eastern Townships. They recently welcomed some new establishments - [Microbrasserie Équinoxe](#) in Mansonville, [L'Autre brasserie](#) (Bedford), and [Des Cantons microbrasserie](#) (Magog).

Music on the terrace at Robin Bière Naturelle

This summer, a new outdoor stage at this Waterloo craft brewery will resonate to the sound of various artistes. In conjunction with Waterloo's Maison de la Culture, [Robin Bière Naturelle](#) offers a full season of entertainment. Visit its [Facebook](#) page for more details.

Domaine Ives Hill expands its facilities

[Domaine Ives Hill](#) in Compton, which produces spirits made from blackcurrants, has doubled the size of its covered terrace. It can now accommodate up to 50 people who can sample *La Planchette d'Ellen* – a liquor plank offering three samples of Ives Hills' products, paired with finger food from the Eastern Townships.

Hédoniste Cocktail Tour

During her [Hédoniste Cocktail Tour](#), mixologist Brunante Robert will concoct signature cocktails (and mocktails) inspired by the ambience and products of the public markets in the Haut-Saint-François region.

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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