

# Savour the new flavours in the Eastern Townships!

## NEWS RELEASE

For immediate release

**Sherbrooke, September 9, 2025** – The Eastern Townships has long been known as a gourmet destination. This region, with its distinctive terroir, is home to award-winning restaurants (including six with Michelin stars), dozens of microbreweries, food-themed circuits such as Les Têtes Fromagères and La Route des vins de Brome-Missisquoi, cozy village cafes and numerous farmers markets. This year, local artisans have come up with even more innovative products and gourmet experiences, adding to the wide selection of food and beverage attractions already on offer.

Here's an overview of what's new:

### The Brome-Missisquoi Wine Route website gets an upgrade

CLD Brome-Missisquoi has redesigned the website for the [Route des Vins](#) de Brome-Missisquoi, making the digital platform much easier to navigate. An interactive map allows users to filter the information, which is split into search categories such as the destination, type of business, accessibility, services and so on. Visitors can also create their own itineraries through the “My personalized route” tab (powered by Google) as well as check out a number of routes designed around different themes.

### Two organic wine producers join the Route des Vins de Brome-Missisquoi

A couple of establishments specializing in certified organic wines are now part of the Brome-Missisquoi Wine Route.

- Maison Agricole Joy Hill in Frelighsburg – Situated atop a hill of the same name, this family-run vineyard has planted 37,000 *Vitis vinifera* grape vines (Gamay, Blaufränkisch, Chardonnay, Grüner Veltliner, etc.), to produce organic wines imbued with the local terroir.
- Vignoble Pigeon Hill in Saint-Armand – Starting with its first plantings in 2010, this winery has embraced the philosophy of growing grape vines in a “natural” way. Its organically produced (and certified) wines, are mainly hybrids such as Marquette and Saint Pépin.

These new establishments bring the total number of wineries along the Brome-Missisquoi Wine Route to 25.

### New cheesemakers are added to the Têtes Fromagères Circuit

In 2025, three new cheesemakers were added to the [Eastern Townships Cheese Circuit](#), bringing the total number of cheese producers to 16.

- Fromagerie Brebis de Bromont – In addition to honey, this farm makes artisanal cheeses from sheep's milk.
- Fromagerie Julio in Granby – This dairy farm, home to a herd of Holsteins, manufactures a range of cheese products (Cheddar cheese, cheese curds, craft cheeses etc.)
- Fromagerie Proulx in Saint-Georges-de-Windsor – Run by the third generation of artisan cheesemakers, this establishment offers traditional cheeses made from pure milk (i.e. free of additives).

### Rustic charm at Les Cocagnes

[Les Cocagnes](#), an eco-collective farm along the Brome-Missisquoi Wine Route has opened a multifunctional barn housing a food shop (featuring local fare) and a café. This rural establishment continues to offer al fresco dining with a five-course, “field to fork” menu. Dishes are created by guest chefs and paired with local wine, beer or cider. Les Cocagnes also offers simple aperitifs, artisanal pizzas and gourmet pop-ups – a unique dining experience in a bucolic setting.

### **Picnic choices at Domaine Jolivent**

[Domaine Jolivent](#) (near Knowlton) is offering three picnic options this summer: the Échappée Belle (designed for cyclists), the Jolivent picnic (for two people) and the Escapade champêtre (a basket of made-to-order fare). The gourmet baskets are filled with local products and homemade specialties and are available during the express lunch service offered on the terrace, in an area close to the Jolivent’s private pond.

### **Ripplecove Hotel & Spa celebrates 80 years with the inauguration of Le Cove**

2025 marks the 80th anniversary of the opening of the [Ripplecove Hotel & Spa](#). The elegant hotel is marking the occasion with the inauguration of Bistro Le Cove, a warm, welcoming space featuring a menu of tasty dishes such as fish and meat tartares, fish ‘n’ chips, mussels and fries, and burgers made from local ingredients.

### **A couple of reasons to celebrate Les Comptonales!**

[Les Comptonales](#), a festival dedicated to all things gourmet, is marking the 20th edition of the Virée gourmande, an agritourism circuit that showcases local food producers around the Coaticook Valley (October 11 and 12). The weekend ends with the Marché des Récoltes (Harvest Market) on October 13. The second reason to celebrate is the 10th anniversary of the Marché de Soir de Compton (Evening Market), which is held every Thursday evening during the summer months.

### **Créateurs de saveurs – 15 years since the launch of the brand**

2025 marks 15 years since the founding of [Créateurs de saveurs](#) Cantons-de-l’Est – a network of 225 certified food producers, food processors, delis, gourmet boutiques and restaurants. Administered by the Conseil de l’industrie bioalimentaire de l’Estrie (CIBLE), the idea behind the certification is to promote local produce and to guarantee its provenance to consumers.

### **Domaine Ives Hill offers bite-size gourmet goodies**

[Domaine Ives Hill](#) in Compton specializes in products based on blackcurrants. This summer visitors can sample three blackcurrant alcoholic beverages along with a plank of three savory bites (until mid-September). The snack and drink combo - Planchette d’Hélène - is served outside amid a landscape of fields and blackcurrant bushes.

### **An outdoor cider bar at Cidrerie Milton**

An outdoor cider bar has made its debut at [Cidrerie Milton](#) (Sainte-Cécile-de-Milton). Close to the mini-farm where visitors can take a tractor ride through an orchard and observe the animals in a natural setting, the outdoor bar adds to the many other attractions offered at this cidery (apple picking, picnic baskets, children’s play areas etc.).

*For more gourmet experiences, please visit [A gourmet destination](#) | Eastern Townships*

*For more information on agritourism in the region, download the [following fact sheet](#).*



Les Cocagnes farm-to-table restaurant welcomes a new barn. Photo credit : Daphne Caron

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### **About Tourism Eastern Townships**

Tourisme Cantons-de-l'Est (Tourism Eastern Townships) is one of Quebec's 21 regional tourism associations (ATR) and the official representative of Quebec's Ministry of Tourism in the region. Since 1978, TCE's mission has been to foster the region's tourism development, promote, coordinate, support and represent the entire tourism sector, while focusing on the quality of the visitor experience. TCE brings together nearly 600 members representing more than 1,000 tourism offerings 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 region in Quebec, with volumes reaching 10 million visitors annually, accounting for 6.5 million overnight stays and a tourism spend of more than \$900 million per year. Tourism in the region generates over 20,000 jobs, making it the region's fifth largest employment sector among all tourism regions.

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