



News release  
For immediate release

**12<sup>th</sup> edition of the Mondial des Cidres SAQ**  
*From 1 to 3 March // Proud partner of MONTRÉAL EN LUMIÈRE*

### **Ciders and culinary creations lie ahead**

**Montréal, 17 December 2018** – The Mondial des Cidres SAQ is back for its 12<sup>th</sup> edition from March 1 to 3 at Complexe Desjardins' Grande-Place in Montréal. Presented by the Société des alcools du Québec in partnership with the MONTREAL EN LUMIÈRE festival, the event offers enthusiasts and amateurs alike the opportunity to discover cider in all its forms - sparkling, sweet, dry, ice, effervescent, flavoured, etc. - and its many perfectly paired gourmet dishes.

Offering a renewed and festive program, the event welcomes more than twenty cider producers from across the province. Chefs, a mixologist, a chocolate maker and a cheesemaker will also be on hand to help visitors pair ciders with local delicacies.

#### ***New for the 12<sup>th</sup> edition:***

##### **Gourmet areas**

Four areas will each bring together five cider producers and a guest chef whose creations will showcase the ciders. Visitors will be able to chat with the artisans and be charmed by the delicious food and cider combinations on hand.

##### ***Chic, le cidre! evening***

On Friday, March 1, from 6 PM to 9 PM, visitors are invited to a chic and glamorous evening! Guests will enjoy sparkling ciders and gourmet snacks prepared by a guest chef and move their feet to the lively beats of Tribiant, a band that specializes in covers of all styles and periods. Vincent Vaillancourt-Séguin, professor at the École du bar de Montréal, will also offer three delicious cocktails specially prepared for the occasion.

##### **Sunday Brunch**

On Sunday, March 3, the five chefs will prepare traditional Sunday brunch style tapas and appetizers, and suggest ideal ciders pairings.

##### **Red carpet**

Throughout the event, in the Red Carpet section, host Maxime Lalonde will talk cider with his guests: columnists, foodies, cider makers and visitors. The interviews will be broadcast live on social networks.

### **IGP ice ciders**

A chocolate maker will be on hand to help you discover exceptional IGP ice ciders in harmony with pancakes and chocolate sweets.

### **Culinary demonstration by *Les Chefs!* at the Mondial des Cidres 2019**

The Mondial des cidres SAQ 2019 and Radio-Canada are teaming up to invite the general public to a refined culinary experience. TV hostess Élyse Marquis, along with candidates from the 2018 edition of *Les Chefs*, a well-known TV show broadcast last spring on ICI RADIO-CANADA TÉLÉ, invite festival-goers at Complexe Desjardins on Friday evening, March 1 and Saturday afternoon, March 2 for a technical demonstration that will amaze the gallery, followed by a tasting that will undoubtedly delight the most discriminating palates.

#### ***And the essentials:***

- *MONTRÉAL EN LUMIÈRE's Nuit Blanche*. Saturday, March 2, from 9 PM to midnight, visitors will be able access the site with a reduced admission fee and discover ciders in the energy-driven atmosphere created by DJ Debbie Tebbs.
- *Bistro SAQ*: Experts will offer blind tastings, pairings and cocktails that will surely inspire enthusiasts. Vincent Vaillancourt-Séguin, professor at the École du bar de Montréal, will present his signature cocktails.
- *SAQ tasting stand*: Blind tastings, pairings and cocktails will be offered.
  - *Flash tastings*: Three ciders will be presented in 30 minutes in a tasting format commented by Colin Gravel, sommelier. 50 places available.
  - *The Relaxation Area* will allow visitors to take a break in a comfortable setting, with chairs and water fountains.
  - *The Amour et Tradition* cheesemaking area: discover the products of some twenty local cheesemakers!

### **About the Mondial des cidres SAQ**

The Mondial des Cidres SAQ is a non-profit event organized by the Producteurs de cidre du Québec. This annual event would not have been possible without the contribution of the Société des alcools du Québec (SAQ), official sponsor of the event since its first edition. By offering a festive event to the general public, the Mondial wants to make cider better known so that it can hold a prominent place on the tables of people all over the province.

### **Useful information**

Day pass - \$17

- Admission to the event
- 10 tasting coupons (drink / food)
- 1 INAO glass
- Access to activities

Weekend pass – 50 \$

- Unlimited access to the event for all 3 days
- 35 tasting coupons (drink / food)
- One tasting of 3 IGP ice ciders
- A special place at all weekend workshops

*Chic, le cidre!* package – 65 \$

- Access to the *Chic, le cidre!* evening on Friday evening
- Unlimited access to the three days of the event
- A glass of sparkling cider and a plate of five oysters
- A bite created exclusively for the *Chic, le cidre!* evening by a guest chef
- Passport giving access to ten tastings, five to drink and five to eat, to be used in each of the gourmet areas
- A special place at all weekend workshops
- 1 INAO tasting glass
- Exclusive souvenir photo
- Participation in the draw for 5 VIP Chefs and Ciders prizes (one dinner for two at the restaurant of your choice among those of the participating chefs)

Friday, March 1: 5 PM to 9 PM

Saturday, March 2: noon to midnight

Sunday, March 3: 11 AM to 4 PM

<http://www.mondialdescidres.com/>

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**For information or interviews:**

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