

MEDIA KIT

Terroir et Saveurs du Québec



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TERROIR ET SAVEURS DU QUÉBEC

ASSOCIATION DE L'AGROTOURISME ET
DU TOURISME GOURMAND DU QUÉBEC

September 2023

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A hand holding a pink soft-serve ice cream cone against a dark background. A white rectangular box is overlaid on the right side of the image, containing the word 'INTRODUCTION' in dark green capital letters.

INTRODUCTION

EDITORIAL: CAROLINE DELORME DIRECTOR OF MARKETING AND PARTNERSHIPS

Association de l'Agrotourisme
et du Tourisme Gourmand du Québec



CAROLINE DELORME, Marketing and Partnerships
Director at l'Association de l'Agrotourisme
et du Tourisme gourmand du Québec

More commonly known as Terroir et Saveurs du Québec, the Association de l'Agrotourisme et du Tourisme Gourmand du Québec (AATGQ) is a **sectoral tourism association** registered with the Quebec Ministère du Tourisme. The AATGQ works with many government entities in Canada, including the Quebec Ministère de l'Agriculture des Pêcheries et de l'Alimentation (MAPAQ), the Quebec Ministère des Relations Internationales et de la Francophonie, and Canada Economic Development for Quebec Regions (CED).

Our mission is to **represent, develop and promote the agritourism and food tourism sector**, helping businesses, destination marketing organizations (DMO) and sector organizations see the potential of the growing tourism segment. We also oversee the coordination and implementation of the Provincial Action Plan for the Future of Food Tourism in Quebec.

Terroir et Saveurs du Québec is the **gateway to the province's food tourism industry**, where you can discover our culture, and enjoy authentic culinary and social experiences. We are pleased to bring you this **media kit** packed full of information about this vibrant sector.

This document is an initiative by the AATGQ
and was developed with the support of the Québec
Ministère des Relations Internationales et de la Francophonie.

Québec 

**TERROIR
ET SAVEURS
DU QUÉBEC**

ASSOCIATION DE L'AGROTOURISME ET
DU TOURISME GOURMAND DU QUÉBEC



TOURISM

What Exactly Is Food Tourism?

Food tourism is a vibrant and delicious trend shaping the tourism industry. It's a way for tourists to get an authentic taste of a destination through agritourism and biofood activities that showcase the talents of local farmers, growers, artisans and processors. Agritourism activities also provide leisure travellers with an opportunity to discover regional products and traditional Quebec cuisine through their hosts' legendary hospitality and the knowledgeable information they share.

A Diverse Experience-Based Tourism Product

- immersive tours (farmers, artisans and processors)
- food-themed events and activities
- culinary trails
- markets (farmers' markets, Christmas markets, etc.)
- museums, économusées®, interpretive centres
- regional and local dining options
- tastings, presentations and other activities at tourist attractions
- hands-on activities on farms, in the forest, and on the water
- cooking and other workshops, opportunities to meet artisans and chefs

*an économusée is a small-scale production workshop that uses traditional skills and craftsmanship.

The Food Tourism Experience



A Diverse Sector

+ 2,000 businesses

Farmers, growers, artisans and processors (1,699)

- fruit and vegetable farms (553)
- craft breweries (271)
- sugar shacks (257)
- livestock farms (168)
- wineries (142)
- cheese factories (99)
- cider houses & local liquor producers (68)
- distilleries (49)
- beekeeping farms & honey houses (41)
- flower farms & gardens (40)
- aquaculture, mariculture and fish farms (11)

Regional dining options (478)

- chefs and restaurateurs serving local cuisine and providing on-farm dining options

Points of sale for Quebec products (284)

- butchers, delicatessens, fish shops, smoke houses, chocolate factories, bakeries, cake shops, ice-cream parlours, cosmetic products, flour mills, local stores, etc.

Food and Agritourism Businesses by Region

- Abitibi-Témiscamingue: 38
- Centre-du-Québec: 111
- Charlevoix: 86
- Chaudière-Appalaches: 195
- Eastern Townships: 263
- Eeyou Istchee James Bay: 4
- Gaspésie: 103
- Îles-de-la-Madeleine: 42
- Lanaudière: 149

- Laurentides: 198
- Laval: 25
- Lower-Saint-Lawrence: 155
- Mauricie: 93
- Montérégie: 336
- Montréal: 121
- North Shore: 45
- Outaouais: 147
- Quebec City and Area: 233
- Saguenay-Lac-St-Jean: 117

Source: AATGQ database, 2022



Food and Agritourism is Big Business

27.4 million

person-visits

- agriculture: 3.9 m
- alcohol manufacture: 7.5 m
- food services: 10.1 m
- points of sale: 5.9 m

\$798 million

total sales

- agriculture: \$230 m
- alcohol manufacture: \$222 m
- food services: \$224 m
- points of sale: \$121 m

40%

approximate percentage of overall sales generated by food and agritourism activities

- agriculture: 41%
- alcohol manufacture: 51%
- food services: 56%
- points of sale: 44%

12,781

full-time jobs supported

- agriculture: 1,953
- alcohol manufacture: 4,087
- food services: 4,573
- points of sale: 2,168

\$433.3 million

impact on Quebec’s GDP

\$106.4 million

generated for the provincial and federal governments

A Recipe for Success

There’s no doubt that food and agritourism products bring tourists to Quebec and—in addition to the revenue these tourism products generate for the sector—culinary tourists spend over \$516 million in other areas. But that’s not all:

- food and agritourism make destinations more appealing, and make it easier to create links between the tourism industry and the culinary and agrifood sectors
- it contributes to maintaining and developing businesses by encouraging diversification, profitability and sustainability
- the sector increases the value of the agrifood and biofood industry by bridging the sector and its trades
- it plays an important role in the development and strengthening of local, regional and provincial culture, identity and pride
- it has a substantial positive impact on our regions and the environment by conserving land and providing access to our beautiful natural heritage



© Les Maximes - Aux Petits Plaisirs

Source : Étude sur les retombées socio-économiques et touristiques de l'agrotourisme et du tourisme gourmand, AATGQ, 2022

Who Do We Cater To?

93%

of leisure travellers participate in food and beverage-themed (F&B) activities on their trips

75%

of leisure travellers believe that agritourism and food tourism activities are sufficiently appealing to constitute primary reasons for travel

60%

of those surveyed reported that food-themed activities had motivated their choice of destination

18-34

the average age of culinary tourists

\$59

the value of the average shopping cart

Where Do Culinary Tourists Visit From?

2021

50%

local (40 km or under)

26%

day trippers

19%

Quebec

5%

outside Quebec

2022

49%

26%

17%

8%

When Do Culinary Tourists Visit?



January to March: 7%



April to June: 16%



July to September: 61%



October to December: 17%

What Do Culinary Tourists Enjoy?

Most popular activity

- tasting regional cuisine (42%)
- visiting an artisan cheese factory (29%)
- visiting a farmers' market (25%)
- visiting a craft brewery (24%)
- visiting a processing site (22%)

Distinctive products

Culinary tourists report many areas in which the Quebec food scene differs to other destinations, most significantly our maple syrup, artisan cheeses, and artisan craft beers.

Most significant experience

The majority of those surveyed stated that enjoying regional cuisine was their most significant experience, followed closely by buying local products and taking part in tastings.

Why Do Tourists Like Culinary Experiences?

- to buy products: 48%
- to discover new products: 46%
- to encourage the economic development and vitality of Quebec's regions: 31%
- to try regional cuisine: 30%
- to try a culinary experience or a distinctive tasting activity: 26%

What Influences the Choice of Destination?

- food-themed trail: 32%
- vacation package including culinary activities: 31%
- variety and diversity of regional restaurants: 30%
- farmers' market or Christmas market: 28%
- themed dining experience: 26%
- variety and diversity of producers and artisans: 26%

How Else do Culinary Tourists Spend their Time in Quebec?

- outdoor recreation: 41%
- sightseeing: 32%
- nature: 31%
- shopping: 27%
- culture: 21%

Source: *Portrait de la clientèle agrotouristique* [Portrait of Quebec's Agritourists], AATGQ, 2018 (available in French only)

Did You Know?

According to our 2022 tourist season report:

90.7% were very or somewhat satisfied with the season.

45% reported being busier in 2022 and 50% reported higher income.

56% reported difficulties finding or retaining workers.

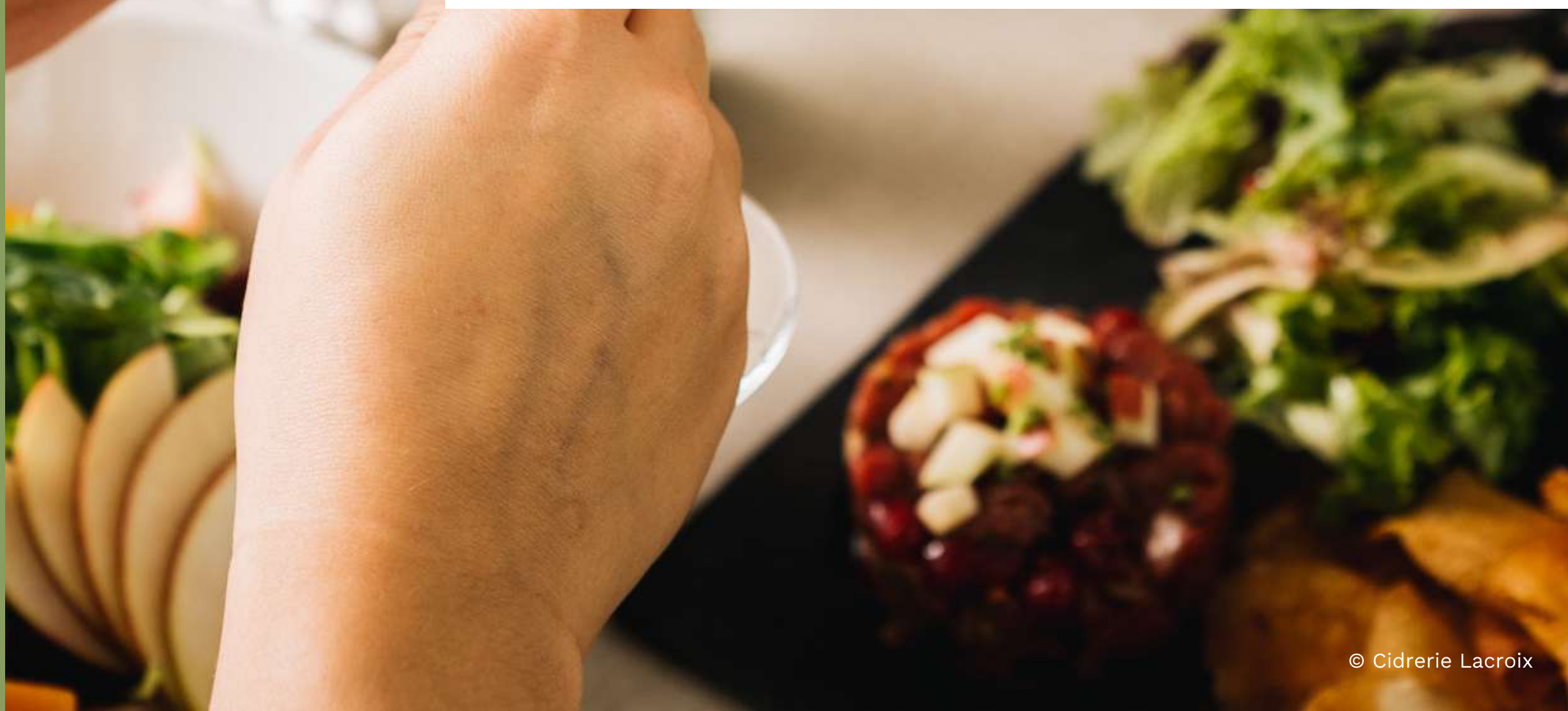
40% reported difficulties sourcing material and food supplies.

Source: *Bilan de la saison touristique* [Tourist Season Report], AATGQ, 2022 (available in French only)





TERROIR ET SAVEURS DU QUÉBEC





Terroir et Saveurs du Québec

Our brand identity is a gauge of quality, bringing together engaging ambassadors, each equally passionate about everything the Quebec agritourism and food tourism sector has to offer. Our extended family is a diverse mix: producers, artisans, processors, and establishments of all shapes and sizes, all serving up regional fare or selling local products. Each and every one helps shape Quebec into a globally renowned culinary destination.

The Sectoral Agritourism and Food Tourism Association

The Association de l'Agrotourisme et du Tourisme Gourmand du Québec

Our mission is to represent, develop and promote the food and agritourism sector, and to take the lead coordinating the implementation of the Provincial Action Plan for the Future of Food Tourism in Quebec. We also support businesses with their professional development and developing the quality of their services and culinary-themed travel experiences.

The Association publishes bulletins for the sector and organizes the Grands rendez-vous en tourisme gourmand food tourism events.

More commonly known by its brand identity Terroir et Saveurs du Québec, the AATGQ is a network of over 200 farmers, growers, producers, artisans, processors, restaurateurs and chefs (including Table Champêtre™ establishments) and accommodation providers in Quebec's food and agritourism sector. These companies and businesses are listed on the Terroir et Saveurs [website](#).

Our Roles

- 1 -** Represent the food and agritourism sector.
- 2 -** Cultivate fruitful relationships from the farm up, supporting businesses to develop the quality of their services and culinary-themed travel experiences.
- 3 -** Develop Quebec's food and agritourism products and experiences in tourist services and attractions.
- 4 -** Help others see the potential of food and agritourism.
- 5 -** Implement the Provincial Action Plan for the Future of Food Tourism in Quebec.

Supporting Businesses and Partners

The AATGQ strives to develop fruitful relationships from the farm up, supporting (member and non-member) businesses in the sector with their professional development and helping them develop the quality of their services and culinary-themed travel experiences.

Who Do We Help?

- management (agritourism producers, artisans, processors, chefs and restaurateurs) and their teams
- tourist service and tourist attraction operators looking to diversify into the food sector by integrating local food products or by developing food or agritourism activities.

The Rise of Food and Agritourism

'70s and '80s — The Birth of Agritourism

The 1970s and the 1980s were marked with the emergence of bed and breakfast (B&B) establishments across the province. These were generally rooms provided in farmhouses in an attempt to improve economic circumstances for the farming sector and keep people working the land. Many farmhouses were large, empty nests with children having flown the coop. Farmers were looking to supplement their income and give city dwellers a behind-the-curtain look at farm life. Tourists chose B&Bs for their comfort, cleanliness and excellent home-cooked meals. Above all else, they chose them for the connection — getting to be part of a farming family, if only for a few days.

- 1970: first on-farm accommodations and farm tours, a program designed to raise awareness of agricultural activities.
- 1972–1974: an on-farm accommodation program is launched in Saguenay-Lac-Saint-Jean. An initiative of the regional farmers' union, the program catches the MAPAQ's attention.
- Three regional organizations are incorporated to bring together farms in strategic areas, named the Agricotours Régional with branches in Saguenay-Lac-Saint-Jean, Eastern Quebec, and the Eastern Townships. Then in 1975, the Fédération des Agfictours du Québec is created. The federation accredits establishments that meet quality standards, enabling them to join the Agricotours banner. In 1977, the first agritourism guide is published, titled Vacances dans les fermes du Québec.
- 1976: the Montreal Olympic Games leads to an influx in tourism and the emergence of B&Bs beyond the farmhouse environment. There is a continued surge in their development throughout the '80s and '90s.
- 1981: an on-farm dining project is launched named Table Champêtre du Québec.

'90s — The Sector Diversifies

The 1990s were marked with the continued development of B&Bs. The types of activities provided and types of businesses operating in the sector diversified, whereas traditional activities, such as on-farm accommodations and tours, slowed down. However, on-farm dining gained in popularity.

- 1991: an agreement is reached with Ulysses to publish and distribute the guidebooks Gîtes & Auberges du Passant du Québec and Tables Champêtres & Promenades à la Ferme au Québec.

'00s — The Market Expands

The 2000s sounded the rebirth of agritourism with an explosion of local products created by producers, artisans and processors. The abundance of local agrifood products were increasingly promoted by chefs at events, festivals, Christmas markets and so on.

- 2004: very first food tourism trail is created: Charlevoix's Flavour Trail.
- 2009: The Fédération des Agricotours becomes the Association de l'Agrotourisme et du Tourisme Gourmand du Québec.



Aux Petits Plaisirs © Les Maximes

2010 to Present Day — A Form of Travel and Tourist Trend

Starting in around 2010, we have seen huge growth in the food and agritourism sector. In addition to the numerous artisans and processors cropping up around the province (distilleries, craft breweries, bakeries, etc.), there has also been a marked increase in the number of chefs and restaurateurs looking to promote the eat local trend and farm-to-table movement, adding local products to their menus.

- 2012: the Quebec Ministère du Tourisme names the AATGQ as the sectoral tourism association for agritourism and food tourism.
- 2016: in a bid to help develop the tourism client experience in Quebec, the AATGQ begins offering support services to businesses in the food and agritourism sector and to the operators of tourist attractions and services. Food tourism becomes a signature tourism product for Quebec.
- 2018: food and agritourism are recognized as the province's flagship tourism product and the Local Flavours program is developed to promote Quebec's food scene internationally.
- 2019: the AATGQ and the Société du réseau des écomusées (SRÉ) co-chair a strategic planning session about the future of food tourism in Quebec, in collaboration with various regional tourism stakeholders.
- 2020: global COVID-19 pandemic. With the exception of restaurants and accommodation providers, businesses in the sector continue to do well. Having gained momentum in the years leading up to the pandemic, the eating and buying local trends become even more pronounced. The Provincial Action Plan is adapted to meet the challenges of the pandemic.
- 2021: The Provincial Action Plan for the Future of Food Tourism in Quebec is rolled out. The official recognition of the food and agritourism sector under MAPAQ's sector development program enables us to hire a development officer dedicated to implementing the plan. With the AATGQ and the SRÉ at the helm, various projects start to take shape.
- 2022: the AATGQ gets a new brand identity and website. The Quebec Ministère des Relations Internationales et de la Francophonie unveils its 2022-2025 Action Plan for the International Promotion of Agritourism and Food Tourism, also known as The World at Our Table. This plan aims to raise Quebec's profile as a culinary and agritourism destination and thus attract a growing number of international tourists. The AATGQ and the SRÉ are granted financial support to implement the plan.



© Terre à boire

Registered Trademarks

Table Champêtre™

A Table Champêtre™ is a farm that has opened its doors to provide unique on-farm dining experiences and that meets specific criteria regarding the integration of local products. The delicious culinary creations served at certified Table Champêtre™ farms are primarily composed of products grown and raised on the farm itself. Meals are prepared and served in the farmhouse or an annex on the farm. There are only 15 certified Table Champêtre™ farms in Quebec.

Gîte du Passant™

A Gîte du Passant™ is a bed and breakfast (B&B) establishment with at least 3 suns and no more than five (5) rooms. Breakfast is always included and local Quebec products are prioritized on the menu.

Auberge du Passant™

An Auberge du Passant™ is an inn with at least 2 suns and six (6) to 40 rooms. Again, breakfast is always included and local Quebec products are prioritized on the menu.

Table aux Saveurs du Terroir™

A Table aux Saveurs du Terroir™ is a dining establishment that showcase local and regional Quebec products. Over 51% of the menu must prioritize products from Quebec, and the wine and beverage list (if applicable) must include Quebec-made products, such as craft beers, wines, cider, liquor and spirits.

Relais du Terroir™

A Relais du Terroir™ is a production or processing facility or boutique selling local and artisanal products.



Our Reach

- Website and blog: **37,330** average monthly page views
- Newsletter: **11,612** subscribers* / average open rate: **37.12%**
- Bulletin: **2,255** subscribers* / average open rate: **50.6%**
- Facebook: **19,071** followers*
- Instagram: **3,143** followers*
- LinkedIn: **522** followers*

*Data collected between January 1 and June 15, 2023

A smiling woman with long brown hair, wearing a grey coat over a white turtleneck, stands at an outdoor market stall. She is holding a large red pepper in her right hand and a wicker basket filled with various vegetables in her left. The stall is filled with fresh produce, including red bell peppers, tomatoes, and leafy greens. In the background, other market stalls and colorful string lights are visible, creating a vibrant and lively atmosphere.

**TERROIR
ET SAVEURS
DU QUÉBEC**

the gateway to food tourism

Signature Experiences

1. On-Farm Dining (Table Champêtre™)

Enjoy an incredible and unique culinary experience with on-farm dining at our certified Table Champêtre™ establishments. The delicious culinary creations served at Table Champêtre™ farms are primarily composed of products grown and raised on the farm itself (honey, lamb, large game, beef, horse, pork, goat, milk products, rabbit, game birds and poultry).

In fact, at least 51% of the items on the menu must be homegrown or home raised, and our Table Champêtre™ farms complete their menus with local and regional Quebec products. To give diners the complete on-farm dining experience, meals are prepared and served in the farmhouse or an annex on the farm.

Table Champêtre™ farms — showcasing Quebec from field-to-fork!



© Espace Old Mill Inc.

2. The Authentic Sugar Shack Experience

Although the temperature governs the exact start of maple syrup season, it always falls around March and April. As the temperature rises, the maple sap starts to flow and syrup producers tap their trees to collect, boil and transform it into the delicious nectar that is maple syrup.

Traditionally used for boiling the syrup, sugar shacks were once upon a time no more than a simple lean-to shack with a roof. However some entrepreneurial spirits tapped into their potential and they morphed into something much grander — the authentic sugar shack experience as we know it today. A springtime staple in Quebec, there are sugar shacks all over the province, each one different from the last. Some serving up classic maple

syrup-based menus, others a more elevated maple-themed cuisine. Yet one thing remains the same — maple syrup is the MVP! Many sugar shacks also host a whole range of activities for patrons to decompress after their feast: horse-drawn carriage and tractor rides, hiking, visiting farm animals, traditional music, dancing and much more. Not forgetting the traditional maple taffy on snow!

The sugar shack — a treat for the whole family!



© Jeanne Map - Le Relais des Pins

3. Eat Local (Table aux Saveurs du Terroir™)

A Table aux Saveurs du Terroir™ is a dining establishment that meets certain criteria regarding local and regional Quebec products. Over 51% of the menu must prioritize and showcase products from Quebec, and the wine and beverage list (if applicable) must include Quebec-made products. Our Table aux Saveurs du Terroir™ establishments are where eating local takes on its full meaning!

The chefs' culinary wizardry combined with the producers' skill and expertise result in the most delicious, local and regional culinary delights.

Dining at a Table aux Saveurs du Terroir™ is a sure-fire way to savour the best of Quebec.



© StoneHaven le Manoir | Relais & Châteaux

4. Pick-Your-Own – The Classics and More

Picking-your-own (PYO) fruit and vegetables at the farm is always a good idea! Whether your main incentive is buying local, meeting producers or just enjoying the great outdoors (and the delicious treats you might pop into your mouth along the way), it's no wonder the whole family loves a PYO experience!

Picking-your-own fruit and vegetables is a fun activity and the perfect opportunity to learn more about the work that goes into growing quality food. Many U-Pick farms have even installed informational panels and interactive stations to share their knowledge. Some even offer educational and recreational activities!

From the PYO classics like strawberries, raspberries, blueberries, apples and pumpkins, to the more unusual such as haskap berries, sea buckthorn berries, Saskatoon berries, sunflowers, zinnia, garlic scapes and more... There's no shortage of Quebec produce you can harvest yourself!



© Ferme Marineau



© Vignoble Rivière du Chêne

5. Helping with the Grape Harvest

We often hear about grape harvesting activities in Europe, but what about in Quebec? While Quebec might not be the first place that comes to mind when you think of wine, we certainly have our fair share of superb wineries, and many even host grape harvesting activities in the late summer/early fall.

Grape harvesting is a fantastic opportunity to learn more about viticulture and help out with a crucial stage of the winemaking process. Grape harvesting activities vary from winegrower to winegrower, some put on a gourmet picnic, some a wine tasting, and some will give you a guided tour, while others will give you exclusive discounts on their products or even gift you with a bottle of wine to thank you for your help.

Whatever you get in return, you can be sure that you won't forget your day spent grape picking any time soon! Don't forget to book early, places are usually limited and fill up fast.



© Vignoble de l'Orpailleur

6. Try Something New with a Guided Tasting

Guided tastings are a great way to discover new flavours all the while learning about the work that goes into creating the product.

The knowledgeable staff (often the producers themselves) will tell you the story behind the product, how it was grown and produced, what it pairs well with, how you should prepare it, and even how to taste it... And there is so much more than wine to explore nowadays, you can go to beer tastings, honey tastings, cheese tastings and more! Guided tastings can reveal so much about the product and make you appreciate it all the more.

Tastings are a fantastic way to try several different products, making it easier for you to choose which to take home.

7. Explore and Learn with a Guided Tour

Guided tours are by far the best way to learn about the story behind an establishment, its owners, its crops or livestock. The engaging staff will enthusiastically share their knowledge with you, teach you about their work and introduce you to their working world.

There are so many different guided tours to choose from, you can get guided tours of animal farms where bison or alpaca are raised, you can tour sugar bushes or processing sites such as craft breweries, distilleries, cheese factories and so on...

The choices really are endless. Often complemented by other informative materials, guided tours are a fun way to enhance your food or agritourism experience.



© La vieille fromagerie Perron

8. Farm Fun – Activities for the Whole Family

Create memories for a lifetime by participating in activities on the farm. The whole family will enjoy getting stuck into farming life.

You can learn all about farm animals, how they think, how they behave, what they eat and how to take care of them. There are so many different types of animal farms to visit in Quebec, including ones that raise goats, sheep, pigs, donkeys, miniature horses, alpacas, peacocks, turkeys, chickens, ducks, pheasants, guinea fowl, rabbits... The list goes on!

Farm activities include getting an up-close look at the animals in their habitat, petting them, brushing them and often even feeding them (much to the delight of children!) Some farms also provide other activities, such as miniature horse or alpaca rides, wool spinning, sheep shearing, egg collecting, and “farmer for a day” activities to name just a few.

It’s not always easy to find an activity the whole family will love, but spending a day having fun on the farm ticks all the right boxes!



© LeRoyal + St-Arnaud - Ferme Au Pied Levé

A woman with blonde hair, wearing a light blue sleeveless dress and a necklace, is seated at a table. She is holding a tall, slender glass filled with white wine. The glass has a faint logo that reads "LE HATLEY RESTAURANT". On the table in front of her is a white plate with a red tomato-based dish, garnished with green herbs and small purple flowers. To the left of the plate is a white cup on a saucer. To the right is a silver vase containing pink flowers. The background is softly blurred, showing the interior of a restaurant.

INSPIRATIONS

Feature

What's So Different About Food Tourism in Quebec?

Embracing our roots, utilizing the bounty of the land and our creativity to share our northern cuisine with the world.

Our famous poutine and delicious maple products need no introduction, having already gained a loyal following beyond Quebec's borders. That said, Quebec's food scene is so much more than the ingredients; it's the chefs and their culinary prowess, their daring creativity and desire to showcase our culinary specialties and local products that are making Quebec a world-class culinary hub with a reputation for its outstanding hospitality.

It's also all about discovering exceptional local products made by our artisans, including talented brewers, cider makers, cheese makers, winemakers, and maple syrup producers... Our valiant fishers who wake at the crack of dawn to haul in crab, lobster, shrimp and seaweed. Their dedication to putting quality seafood and fish from the St. Lawrence and Atlantic Ocean on menus and plates has helped secure Quebec's position as a must-visit culinary destination. Not to mention our many markets, festivals, culinary events, and F&B trails influenced by local traditions and the changing seasons that shine a spotlight on the extent of Quebec's local flavours.

Our northern roots and climate make our local products incomparable to anything else. Influenced by our traditions and multiculturalism, Quebec's culinary culture is a feast for the senses. Here, food is about more than just eating. It's a chance to sit around the table and break bread with family and friends... Put simply, it's a lifestyle.

© Labonté de la pomme – Orchard - Cider House & Apple Shack





© Les Maximes - Miellerie King — Distillery & Meadery

The sector follows trends that cultivate its development ... and contribute to the evolution of our society!

Quebec's local food scene is ultimately a culinary experience of discoveries and fascinating encounters, revealing our authentic art de vivre and history.

- Looking for healthy food options and the popularity of organic products
- Going back to our roots, the desire to buy local and the popularity of local products
- The interest in food and culinary tourism
- The appeal of the countryside and the search for an authentic experience
- Local tourism and last-minute getaways
- The overall tourism experience, striving for diversity (cultural activities, outdoor recreation, agritourism)



© La vieille fromagerie Perron

Where The Sector Thrives

Offering

- Variety and quality of fresh and local products
- Presence in all of Quebec's tourism regions
- Food products distinctive to the province (maple, cranberry, cheese, poutine, lobster, forest products, etc.)
- Rich regional culinary identities
- Food products distinctive to our geographical location (land, river, sea)
- Showcasing spectacular landscapes and regions
- Food-themed events and activities (festivals, markets, etc.)
- Variety of culinary trails
- The appeal of our regions and beautiful countryside intrinsically linked to our culinary heritage



© Aux Petits Plaisirs

Experiences

- Diversity of culinary experiences: authentic, creative, festive, gourmet, etc.
- Variety of culinary trails
- Multi-sensory experiences
- The legendary hospitality of Quebeckers, interesting encounters with locals, and the warm, generous and engaging welcome our tourists receive
- Proximity to and accessibility of chefs, producers and artisans
- Quality of our restaurant scene, renowned not only in Quebec but beyond our borders thanks to our famous chefs and restaurants



© Domaine Jolivent

Where The Sector Thrives



© Miellerie King — Distillery & Meadery

Marketing

- Sterling reputation of operators, processors, restaurateurs, ambassadors, etc.
- Ability to structure our agritourism offering: trails, getaways, etc.
- Numerous food-themed events that facilitate marketing
- Ability to create packages with other tourism products
- Inclusion in the Alliance de l'industrie touristique du Québec's signature tourism experiences



© Miellerie King — Distillery & Meadery

Industry

- Cross-cutting sector
- Ability to generate year-round tourism
- Significant and growing tourist traffic
- Potential for development in most of Quebec's regions
- Government's willingness to develop the sector
- Determination and drive of the sector's primary stakeholders (businesses, DMOs, sectoral tourism associations, RMCs, biofood focus groups, etc.)
- Awareness of good environmental and sustainable development practices



Feature

Table Champêtre™ – Dining Out... On the Farm!

By definition, a Table Champêtre™ is an on-farm restaurant that specializes in showcasing homegrown, homemade and home-raised products. But in reality, the on-farm dining experience isn't limited to local flavours!

An evening at a Table Champêtre™ restaurant is an incredible, indulgent culinary feast and the opportunity to meet the extraordinarily talented growers, producers and chefs who work tirelessly to share their culinary creations. Here's your chance to raise a glass to them, with them.

Our field-to-fork dining concept is so unique that we trademarked it. It's our way of bringing together the ingredients for a feast you won't forget anytime soon.

Here's a look of what you can expect from a Table Champêtre™ establishment and how you can get an authentic taste of Quebec.



© L'Éden Rouge

A Unique Dining Experience

In the early 1980s, farmers expressed a desire to open their doors to the public and welcome small groups to dine on the farm. This was the beginning of an on-farm dining project called Table Champêtre du Québec. These on-farm dining experiences were an opportunity for farmers and producers to prepare a fresh feast using their own products and share with guests stories about their life on the farm. The food couldn't get much fresher or much more local. All food was prepared by the farmers' own chef, with or without the help of local artisans and food processors.

Since then, becoming a certified Table Champêtre™ is an opportunity for farmers to open their doors to the public, to show them their fields, take them on tours, explain the inspiration behind the things they grow and raise, tell them about the farm or simply just enjoy a unique culinary experience with good company. For farmers and foodies alike, beyond the food itself, the Table Champêtre™ experience is an unmissable opportunity to join in spirited conversations about local flavours, products and the local culinary culture with other like-minded people.



Did You Know?

- There are a few exceptions, but the Table Champêtre™ name is primarily reserved for agricultural producers. Which is why so-called classic dining establishments cannot call themselves a Table Champêtre™.
- At least 51% of the menu, from appetizers to desserts, must be composed of products grown or raised on the farm.
- The Table Champêtre™ experience is a chance to try some more unusual livestock, such as a boar, Highland beef and veal, and even goat. Cooked to perfection by chefs who know better than anyone how to handle the product, there's no better time to enjoy these more unusual options.
- There are 15 certified Table Champêtre™ restaurants in Quebec, three of them have been in operation for over 30 years. One in the Laurentides region: Les Rondins in Mirabel; and two in Montérégie: Domaine de la Templerie in Godmanchester and La Rabouillère in Saint-Valérien-de-Milton. In all three cases, the Table Champêtre™ farms have been handed down from generation to generation, ensuring that the incredible on-farm dining experience can continue season after season.



© Espace Old Mill

"I think what makes our Table Champêtre™ successful is our family's involvement, our reputation, word-of-mouth and sharing my passion for good food."

FRANÇOIS GUILLON, OWNER, DOMAINE DE LA TEMPLERIE



Beyond the Plate

The Table Champêtre™ brand is undeniably unique in that to earn Table Champêtre™ status, you need to go beyond the plate. It's a badge of honour, demonstrating the fruit of the farm's labour and their profound understanding of the importance of upholding the trademark's parameters. So, when you dine at a Table Champêtre, you don't only get delicious, local food, you get guaranteed expertise and a reassurance that it will not fade.

"I believe the key to success for us lies in our desire to make our guests feel at home. Our adaptability and flexibility help us cultivate this feeling. Beyond that it lies in our attention to detail in all aspects of our business: the quality of the food we serve, our professional service, the exceptional outdoor environment, and so on."

JÉRÉMIE PILON, OWNER, LA RABOUILLÈRE

- Menus are composed mainly of local and regional products from Quebec
- Menus include specialties and typical regional cuisine, prepared in a traditional manner
- Distinctive aspects of the region's cuisine (both in the ways food is prepared and presented) are showcased
- Dishes are elegant, creative and unique
- The origin of products is emphasized in the names of dishes, on the menu and on the wine and beverage list
- The wine and beverage list contains products made in Quebec, such as craft beers, wines, ciders, liquors, sparkling water, etc.
- There is a policy of replacing imported products with local and regional products from Quebec
- The delicious culinary creations served at certified Table Champêtre™ farms are primarily composed of products grown and raised on the farm itself. The menu is complemented (up to 49%) with other local and regional agrifood products
- Menus are based around the food raised or grown on the farm
- Meals are prepared and served in the farmhouse or an annex on the farm.

In recent years, the trend for dining al fresco has revealed another facet of the Table Champêtre™ experience, we could go so far as to say that it has given on-farm dining a second wind! The dining room is no longer the only place to enjoy culinary delights. Now, patrons are invited to enjoy the whole farm, enriching their experience and initiating them to the joys of dining outdoors. Close your eyes and picture a flower-filled pasture, dotted with picnic tables under immaculate white tents... It's hard to think of a more perfect setting to enjoy a delicious meal. Outdoor on-farm dining is gaining in popularity, and, according to the farmers, is a resounding success! When will we see you there?





[FIND A TABLE CHAMPÊTRE™](#)

Feature

Pick-Your-Own – The Classics and More

PYO Classics

The start of summer is a time of celebration in Quebec. The snow is long gone, the sun warms our faces and we can finally start to enjoy the bounty of the land. And almost nothing gets people more excited about fresh produce than a Pick-Your-Own (PYO) farm! From berries to Christmas trees, PYO farms are open right through the summer and fall.

Whether your goal is meeting local farmers, enjoying a fantastic family day out in the countryside, or savouring fresh produce at its peak, U-Pick experiences are fun for all. With shrinkflation plaguing the shelves, there's never been a better time to save by buying direct — not to mention you'll be doing your bit to save the planet by saving on packaging!



© Ferme Marineau

It's true: Quebec's countryside is undeniably photogenic, but if you want to be comfortable while playing fruit-picker-for-the-day, dress for the activity: protect yourself from the sun (sun screen, hat) and don't forget to bring plenty of water to stay hydrated!

Most farms will give you containers for your harvest when you arrive, but if you're planning on splitting your bounty with friends at the end of the day, better to bring some with you, too. You should plan to have cash on you, not all farms can accept card payments. Most farms also have more bags and baskets available to buy out in the fields if you end up picking more than planned.

PYO farms have become increasingly popular in the last decade. Many farms have even set up spaces where you can picnic, some even sell food on-site!

Quebec Berries, The Fruit That's Always Trending

First on the agenda: berries. Strawberry production starts in May, but (depending on the weather) U-Pick strawberry farms generally open to the public around the summer solstice. Quebec farms grow 13 strawberry varieties which all have different strengths, for example Veestar makes great jam and Honeoye has a fantastic freezing capacity. In fact, PYO farms are an opportunity to try varieties that you don't often see at the grocery store (where Jewel and Seascape rule the show).

With a shorter growing season than strawberries, U-Pick raspberry and blueberry farms are usually open from early July to the end of August. Again, this is a great opportunity to try and compare different varieties.

Whichever berry you prefer, make sure you pick all the fruit from the bush before moving on to the next, so the farmers don't suffer any crop loss. And most importantly, make sure you really get stuck in there, often the juiciest, tastiest berries are hiding under leaves!

U-Picks You Haven't Heard of (Yet)

Sea Buckthorn Berries

Starting in early August, the fields of Ferme les Petites Écorces (in Pointe Fortune, Montérégie) come ablaze with orange fruit. Sea buckthorn berries are ready to pick! Ferme les Petites Écorces grows seven varieties that can be picked all through the month of August. A very hardy shrub that grows in northern climates, sea buckthorn berries have an exotic mango and passion fruit-like flavour.



© Ferme Les Petites Écorces

Hot Peppers

Spice up the last weeks of summer and visit Montérégie's Potager Mont-Rouge Halte Gourmande, where you can pick hot peppers throughout September. Dried, preserved in oil or frozen, peppers keep for months so you can add some spice to your cooking all winter long! You can also pick hot peppers at the Ferme Vaillancourt in Laval, where you can bulk out your vegetable harvest with PYO eggplant, tomatoes and herbs.



© Le Potager Mont-Rouge Halte Gourmande

Table Grapes

98% of all the table grapes consumed in Quebec are grown outside of the province, yet Quebec is home to many grape growers. Unlike the grapes you can buy at the grocery store (which are selected for how well they hold up in transportation), Quebec's delicious homegrown table grapes taste like they are from another dimension! Raisins Bio Vital, a PYO farm in St-Antoine-de-Tilly, cultivates five varieties of table grape, which can be picked from mid-September.



© Raisins Bio Vital

Sweetcorn

Cap Santé's L'Arc-en-ciel du Paradis is a pick-your-own paradise! Beyond the classic berries, this farm also grows sweetcorn which can be picked from mid-August to mid-September. To enjoy the sweet, juicy corn at its best, farmers recommend eating within 24 hours of harvesting ... better get the BBQ fired up!



© L'Arc-en-ciel du Paradis

Pears

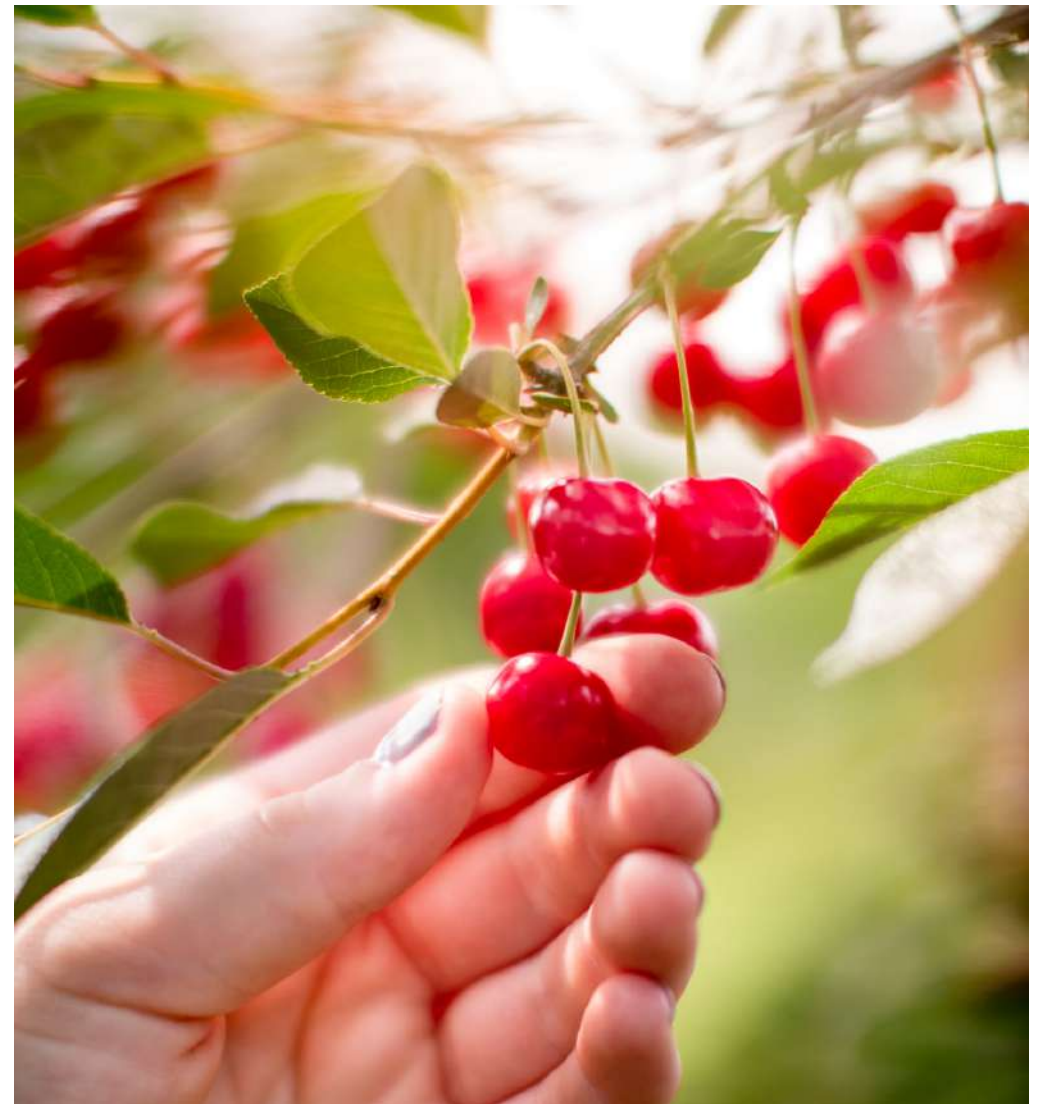
Picking apples is practically an autumn rite of passage. But did you know you can also pick pears in Quebec? From mid-August, Oka's Labonté de la pomme opens up its pear orchard to the public where they can harvest six varieties. Verger Kessler in Farnham also offers pear picking, usually in September.



© Le Verger Kessler

Cherries

Labonté de la Pomme also grows five varieties of morello cherry: Carmen Jewel, Cupid, Crimson Passion, Juliette and Romeo, which comes highly recommended for its fresh and juicy flavour. Verger Champêtre in Granby is another U-Pick cherry farm with a reputation for its tart morello cherries. Quebec's cherries are ideal for cooking and eating fresh (if you like a tart cherry!)



© Labonté de la pomme – Orchard – Cider House & Apple Shack

Christmas Trees

Trimming the tree... Is there anything that gets you more in the holiday spirit? You can extend that feeling by cutting down your own tree at several farms across the province. Most farms (including Ferme Quinn in Notre-Dame-de-l'Île-Perrot and Verger Champêtre in Granby) open in mid-November. You'll be given a saw and sled to transport it ... all you need to remember is a thermos for your hot coco!



© E. Rosenbaum - La Ferme Quinn



[FIND A PRODUCER](#)

Feature

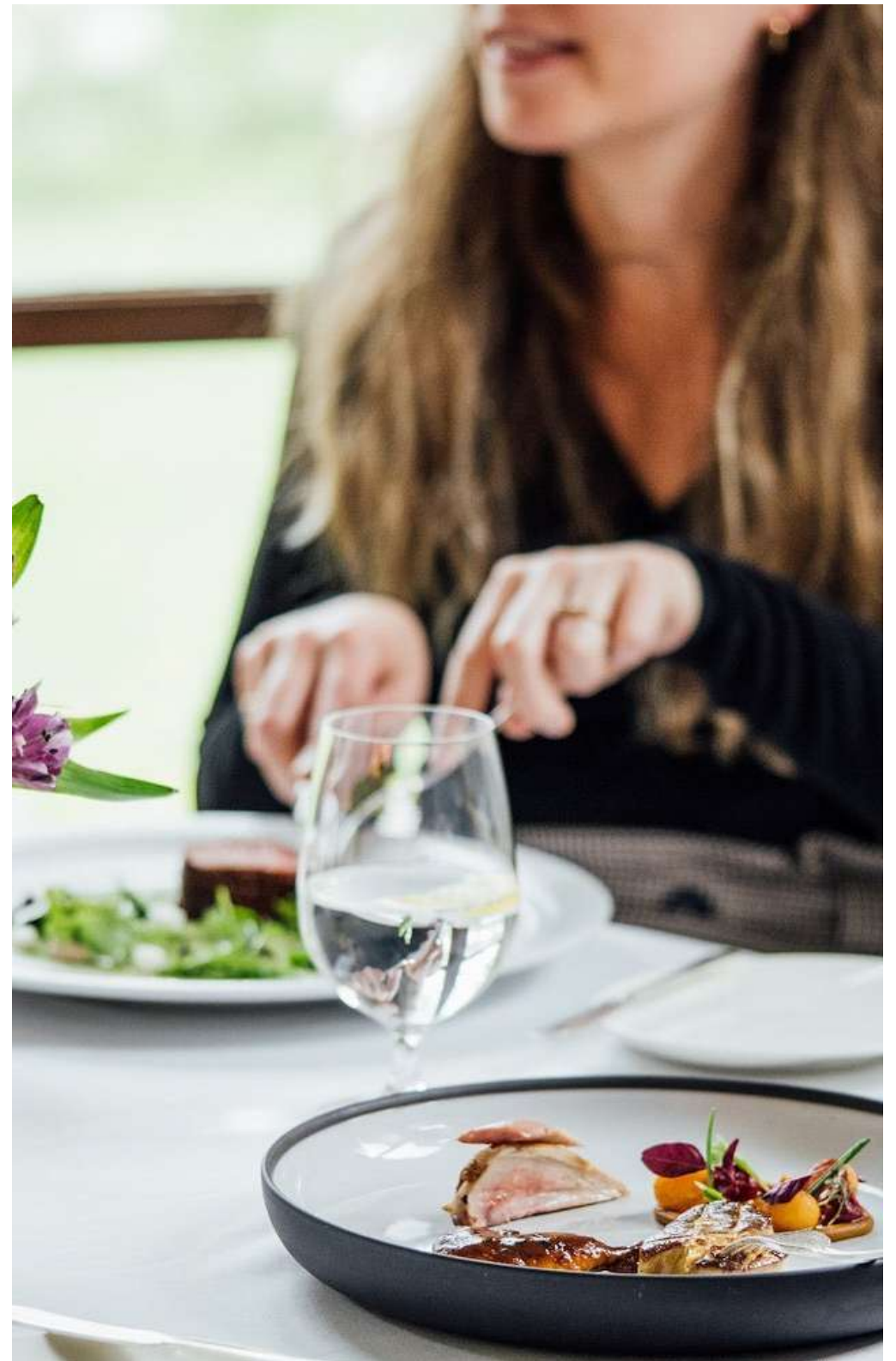
Table aux Saveurs du Terroir™ – Eating Local Guaranteed

If you've visited Quebec before, it's quite possible you've already eaten at a Table aux Saveurs du Terroir™ without knowing. In fact, we'd bet on it... After all, we're the ones that created the network!

Across the province, talented artisans have developed distinctive dining options, and we felt it was important to raise their profile by creating a trademark. What exactly is it? What does it bring to the table? And how is it assessed? Let's take a look at some of Quebec's best gourmet restaurants serving up seasonal, local products.

Quebec, A Whole World of Flavour

Our beautiful province is covered with as many square kilometres of fields, vineyards, orchards and farmhouses as it is talented chefs. In fact, every region has its own signature style. Our master chefs were quick to catch on that harnessing the seasons and giving their guests the opportunity to discover the full gourmet potential of the region could only enhance their menus. This, in part, led to the concept of Table aux Saveurs du Terroir™.



© Manoir Hovey

Eating Local, The Driving Force of the Concept

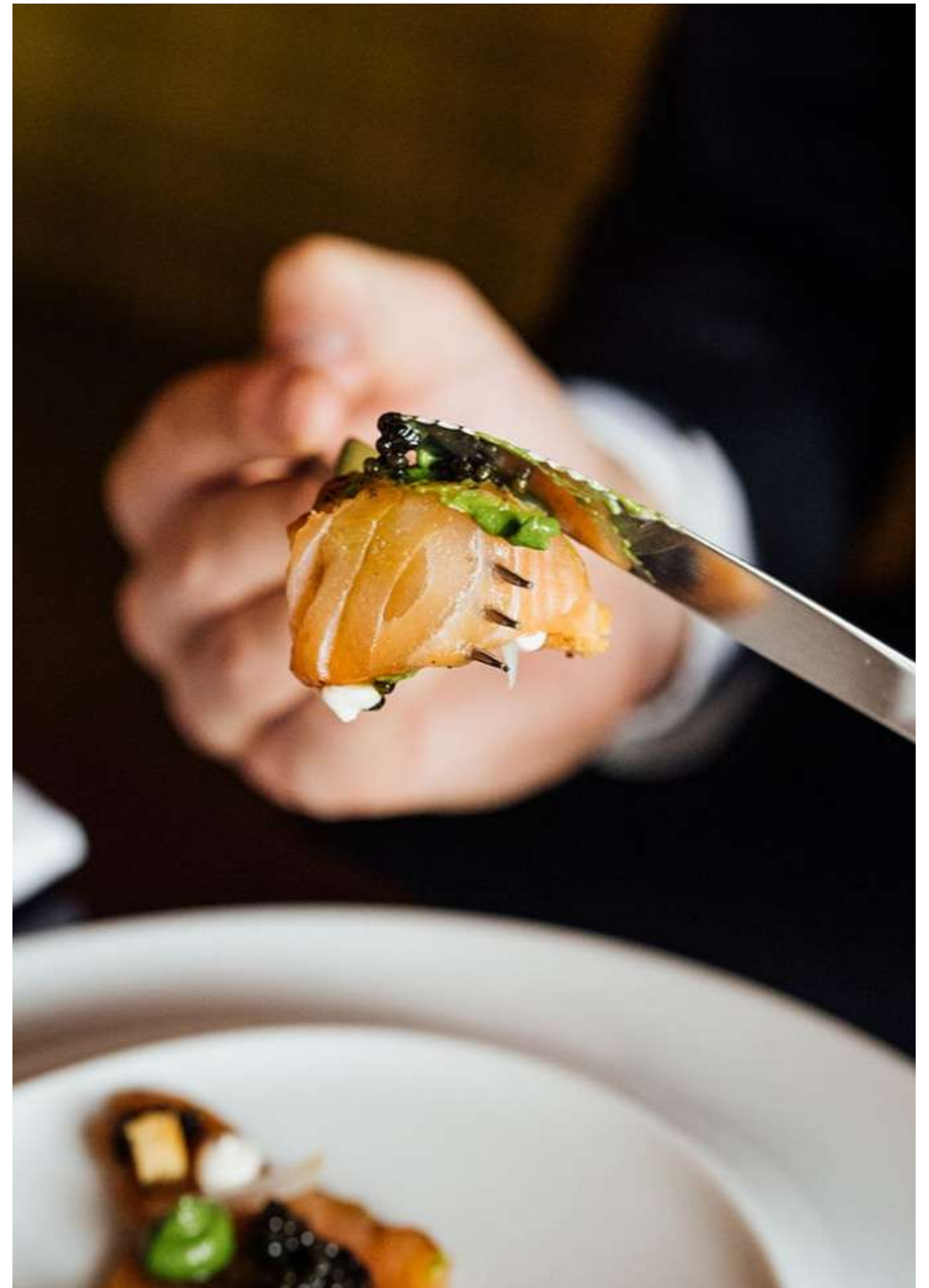
The desire to promote the delicious local flavours of Quebec was (and still is) so strong that a trademark certifying restaurants serving primarily local produce became necessary. Building on the Table Champêtre™ concept (on-farm dining), the Table aux Saveurs du Terroir™ trademark came about in 2010. Not only does it give restaurants recognition, it's also a guarantee that by dining at one of the certified restaurants, you will be enjoying high quality gourmet meals made from local produce.



Don't Leave it up to Chance

While there are many restaurants around the province that feature local produce on their menus, few receive the Terroir et Saveurs™ du Québec seal of approval. Each application is carefully assessed, dissected and measured... So, it should come as no surprise to learn that we don't grant this level of recognition to just anybody. Being a Table aux Saveurs du Terroir™ is serious business! We evaluate many different aspects, in particular:

- Menus must be primarily composed (at least 51%) of local and regional products from Quebec
- Menus include specialties and typical regional cuisine, prepared in a traditional manner
- Dishes must showcase distinctive aspects of the region's cuisine (both in the way food is prepared and presented)
- Dishes must be elegant, creative and unique
- The origin of products must be emphasized in the names of dishes, on the menu and on the wine and beverage list
- The wine and beverage list must contain products made in Quebec, such as craft beers, wines, ciders, liquors, sparkling water, etc.
- There must be a policy of replacing imported products with local and regional products from Quebec



© Manoir Hovey

Each Table aux Saveurs du Terroir™ guarantees that at least 51% of their menu is composed of local and regional products. However, in most cases the actual percentage is much higher!

A Table aux Saveurs du Terroir™ is by definition a gourmet restaurant that specializes in promoting regional products and that shines a spotlight on Quebec's gastronomy through its chef's talent, daring creativity and desire to share the uniqueness of their cuisine. Can't quite believe it? A quick glance over a menu or look at our website will confirm it for you.





[FIND A TABLE AUX SAVEURS DU TERROIR™](#)

Feature

Sugar Shacks – The Classic Culinary Spring Ritual

The temperature starts creeping up, the snowstorms tapering off; the long-awaited maple syrup season is upon us, and Quebeckers and visitors alike flock to the nearest sugar shack to enjoy the classic culinary spring ritual.

Tradition on the Table

Before a drop of syrup has even passed your lips, the sweet and salty aromas of the sugar shack will have you salivating. But nothing is as inviting as the sense of tradition.

Expansive wooden tables, red-and-white checked tablecloths, a roaring stove... The rustic, homelike decor gives off a familiar feeling that has flocks returning year on year to celebrate maple syrup season with their nearest and dearest.

After the pea soup starter and fresh, homemade cretons (a traditional meat spread), the tables are loaded with baked omelettes, smoked ham, baked beans and other comfort food classics. Every sugar shack is unique, there's something about the recipes handed down through generations that ensures no two family-run operations are the same.

Who cares if it's served buffet-style or at the table? The best thing about the sugar shack is its simplicity.

Don't forget: maple syrup season is fleeting, you've got to seize the opportunity when it comes around. Of course, the actual dates are dependent on the weather, but it tends to fall around mid-March to mid-April.



© Francis Gagnon, Destination Québec cité

Shared Culture

Well before the colonists came to Canada, the First Nations of eastern America held the key to the sweet, sweet elixir. In those days, it was consumed as a beverage or used to season vegetables and meat... Maple syrup is even the stuff of legends! One Iroquois legend about the origins of maple syrup has it that the chief, Woksis, threw his tomahawk, which lodged in the trunk of a sugar maple. His wife discovered the slightly sweet water seeping out of the tree and used it to make a stew. However, it was the Europeans' technology—more precisely their cast-iron kettles—that made it possible to turn the water into syrup.

As early as the 18th century, producers were building rustic shelters in the sugar bush to protect them from the elements while sugaring. But permanent sugar shack buildings weren't commonplace until the late 19th century. In the 20th century, sugar shacks grew in size and comfort, becoming the second homes of many maple syrup producers.

Families would gather at the sugar shack during maple syrup season to savour the delicacy and enjoy the festivities marking the start of spring.

And that is the origin of sugar shacks as we know them today, not to be confused with sugar bushes: the sugar shack is where you eat, the sugar bush is the sugar maple grove surrounding it.

Liquid Gold

Another Indigenous legend says that a syrup sweetened to perfection once flowed from the heart of maple trees. Having seen his people lying around at the foot of sugar maples, Nanabozo (an Indigenous culture hero) is said to have poured a pail of water into a maple tree to dilute the taste and prevent humans from becoming lazy.

That way, anyone wanting to pour this liquid gold over their pancakes or make a syrup sponge pudding would have to roll up their sleeves and do some work! Which is exactly what Quebec's maple syrup producers do each spring.

Maple water is collected from the tree, then filtered and boiled for hours in an evaporator where it turns into syrup. The colour—from a light gold to dark bronze—simply depends on when the water is collected.



© Cabane à Sucre Constantin & Boutique du terroir

Dress Warm!

Whether you're going all-in and wearing the traditional plaid flannel shirt or going for more comfortable look with an elasticated waist (we all know that second or third serving is hard to resist), the important thing is that you dress for the weather, and springtime in Quebec is cold! After you've enjoyed your *grand-pères dans le sirop* (a syrup sponge-type dessert), you'll need to grab your coat because the festivities continue outside.

You might think you've eaten all you possibly can, but you must save some room for the traditional maple taffy on snow — the crowing glory of the sugar shack experience.

To further the experience (and help your food go down), many sugar shacks have set up walking trails through their sugar maple groves. Others even offer horse-drawn carriage rides. One thing's for sure, you'll need a good pair of waterproof boots to keep your feet dry and your spirits high! Most sugar shacks are only open during maple syrup season (March and April). However others put on the traditional sugar shack experience year-round (reservations required).



© La Cabane du coureur

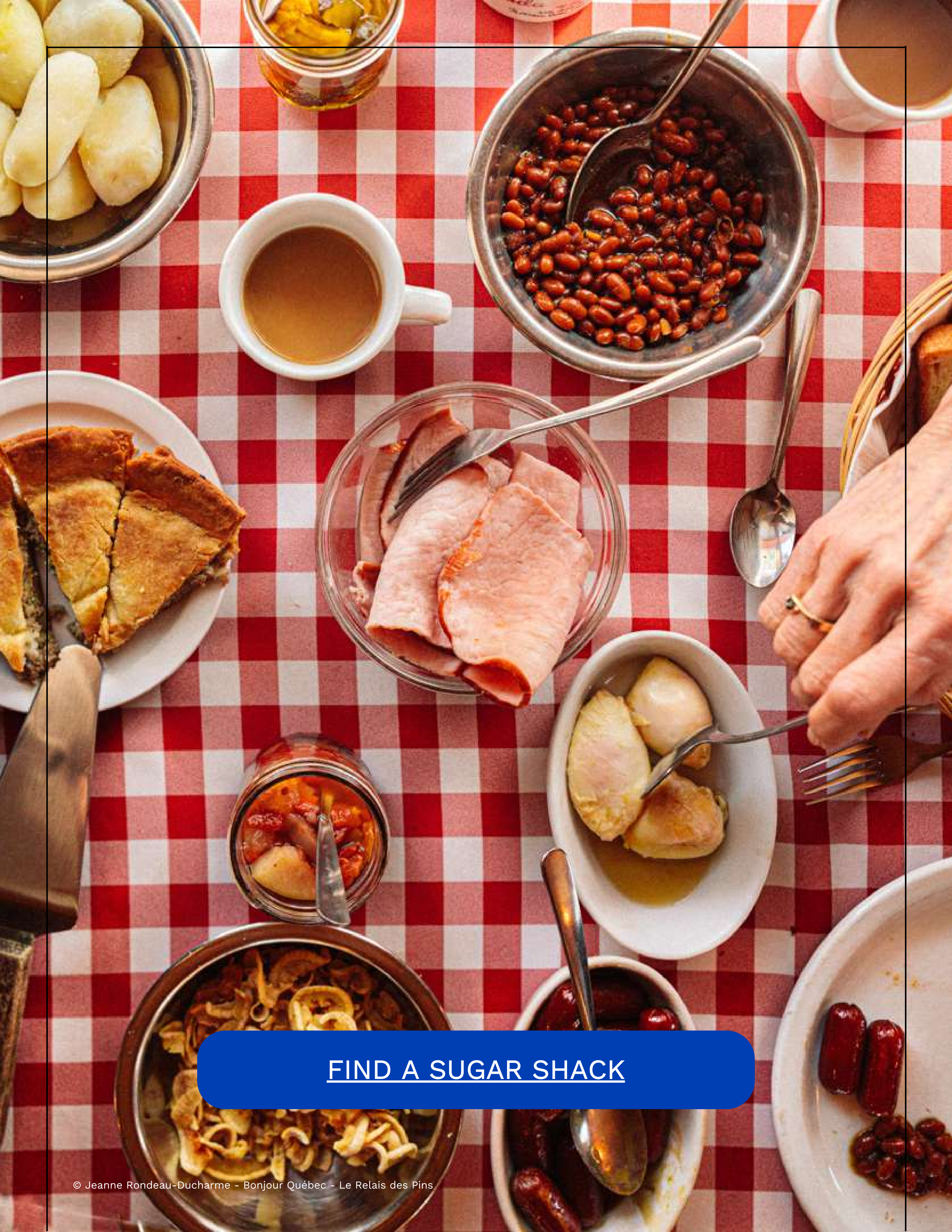
Did You Know?

- It takes 40 litres of maple water to produce 1 litre of syrup.
- Quebec is home to more than 20,000 sugar shacks, and 6,500 operate commercially!
- In 2020, Quebecers consumed an estimated 3.2 litres of maple syrup per person.
- Quebec produces more maple syrup than anywhere else in the world: 71% of the world's maple syrup comes from our province. Our maple products are exported to 70 different countries, yet over half are destined for the United States.
- Canadian astronaut David Saint-Jacques took small tubes of maple syrup with him for his 204-day orbital mission — what a comforting taste of home!



© Érablière Richard Boily

- Laurierville, in the Centre-du-Québec region, has become known as the national capital of maple syrup. Home to fewer than 1,400 people, Laurierville was selected as the location for one of the province's maple syrup reserves. The plant and warehouse spans 267,000 square feet (that's 5 American football fields!) The Maple Syrup Reserve is used to ensure that markets remain supplied, even in years with unfavourable weather conditions.
- Every year since 2010, the Concours de la Grande Sève has crowned the best maple product in Quebec.
- Maple syrup is undeniably delicious, but did you know it's also good for you? It's high in polyphenols, which slow down cellular aging!
- In 2021, there were 8,653 maple syrup operations in Quebec.
- Each year at the Oscars, nominees are given swag bags full of gifts. You might think those bags would be full of expensive jewellery, cosmetics and the latest technology, and they are ... but they also contain maple syrup produced in Quebec.



[FIND A SUGAR SHACK](#)

Feature

Gîte and Auberge du Passant™ – A Home Away from Home

If we had to choose three ways to describe our certified Gîte and Auberge du Passant™ accommodation providers it would be comfortable rooms, delectable breakfasts and the legendary Quebec hospitality. But we're not limited to three, so here are some more: unforgettable encounters, gourmet getaways and immersive experiences. A Gîte or Auberge du Passant™ is a home away from home, where you hosts throw open their doors and invite you in like family. Let's take a look at what kind of trip could be awaiting you.

What's Your Type?

First, you need to know the difference between a bed and breakfast (B&B) and an inn. That's why it was so important to us to trademark these types of accommodation providers, so that each perfectly lines up with the degree of authenticity tourists are expecting.

We registered the trademarks Gîte du Passant™ in 1981 and Auberge du Passant™ in 1993. At the time, our intention was to improve the economic circumstances of farms and keep farmers working the land. Farmhouses tend to be big and many of the farmers wanted to give city dwellers a behind-the-curtain look at farm life, sharing their daily lives with them and getting them involved in activities on the farm. A stay at a Gîte or Auberge du Passant™ was guaranteed to be anything but ordinary.

Bed and breakfast establishments are generally selected by tourists for their comfort, cleanliness and delicious homemade breakfasts, known to change with the seasons.



© Le Baluchon Éco-villégiature



About Gîte and Auberge du Passant™

Before we trademarked Gîte du Passant™, there were farmhouse B&Bs, which were born out of a farmers' union promoted on-farm accommodation program in Saguenay-Lac-Saint-Jean.

By definition, a Gîte du Passant™ is a bed and breakfast establishment operated by the owner or tenant. It must have at least 3 beds and no more than five (5) rooms. Breakfast must be included and local Quebec products must be prioritized on the menu.

An Auberge du Passant™ is an inn operated by the owner or tenant, which must have at least 2 beds and no more than 40 rooms. Again, a home-cooked breakfast must be included in the price of an overnight stay. Auberge du Passant™ establishments also often serve evening meals, and of course, local Quebec products must be prioritized on the menu.



© Marie-Pier Morin - Auberge des Glacis

An Authentic Taste of Quebec

Just like our other trademarked establishments (Table aux Saveurs du Terroir™ and Table Champêtre™), Gîte and Auberge du Passant™ establishments must meet strict criteria when it comes to the quality and provenance of the food they serve:

- Menus must be primarily composed of local and regional products from Quebec
- Menus include specialties and typical regional cuisine, prepared in a traditional manner
- Dishes must showcase distinctive aspects of the region's cuisine (both in the ways food is prepared and presented)
- Dishes must be elegant, creative and unique
- The origin of products must be emphasized in the names of dishes, on the menu and on the wine and beverage list
- The wine and beverage list must contain products made in Quebec, such as craft beers, wines, ciders, liquors, sparkling water, etc.
- There must be a policy of replacing imported products with local and regional products from Quebec
- Vacation packages that shine a spotlight on Quebec's local products and regional specialties must be developed



Nothing but Quebec for Breakfast, Please!

- Not only do these accommodation providers have to meet the criteria mentioned on the previous page, breakfasts must also showcase homemade food, i.e. contain as little prepackaged food as possible. If prepackaged food is used, it must be served on dinnerware.
- What's more, no continental breakfasts (i.e. muffins, croissants and coffee) are allowed!

Did You Know?

All of the Terroir et Saveurs du Québec certified establishments are remarkable accommodation options, but several stand out from the crowd both for their historical roots and international reputation. Including:

- A whole host of B&Bs and inns with over 200 years of history — Domaine de la Templerie in Montérégie dates back to 1846; Auberge Comme au Premier Jour in the Lower-Saint-Lawrence region is a 1868 former presbytery and classified heritage building; Auberge de l'Île Flottante in Île d'Orléans (1836); Auberge des Glacis, a Seigneurial mill from 1841 and Maison Rousseau (1847) in Chaudière-Appalaches; Auberge William Wakeham in Gaspésie (1860) and Gîte Ancestral (1892) in the Laurentides.
- Members of the prestigious Relais & Château group, including StoneHaven Le Manoir (Laurentides) and Manoir Hovey (Eastern Townships).
- Château du Faubourg, a private French château in Old Quebec.

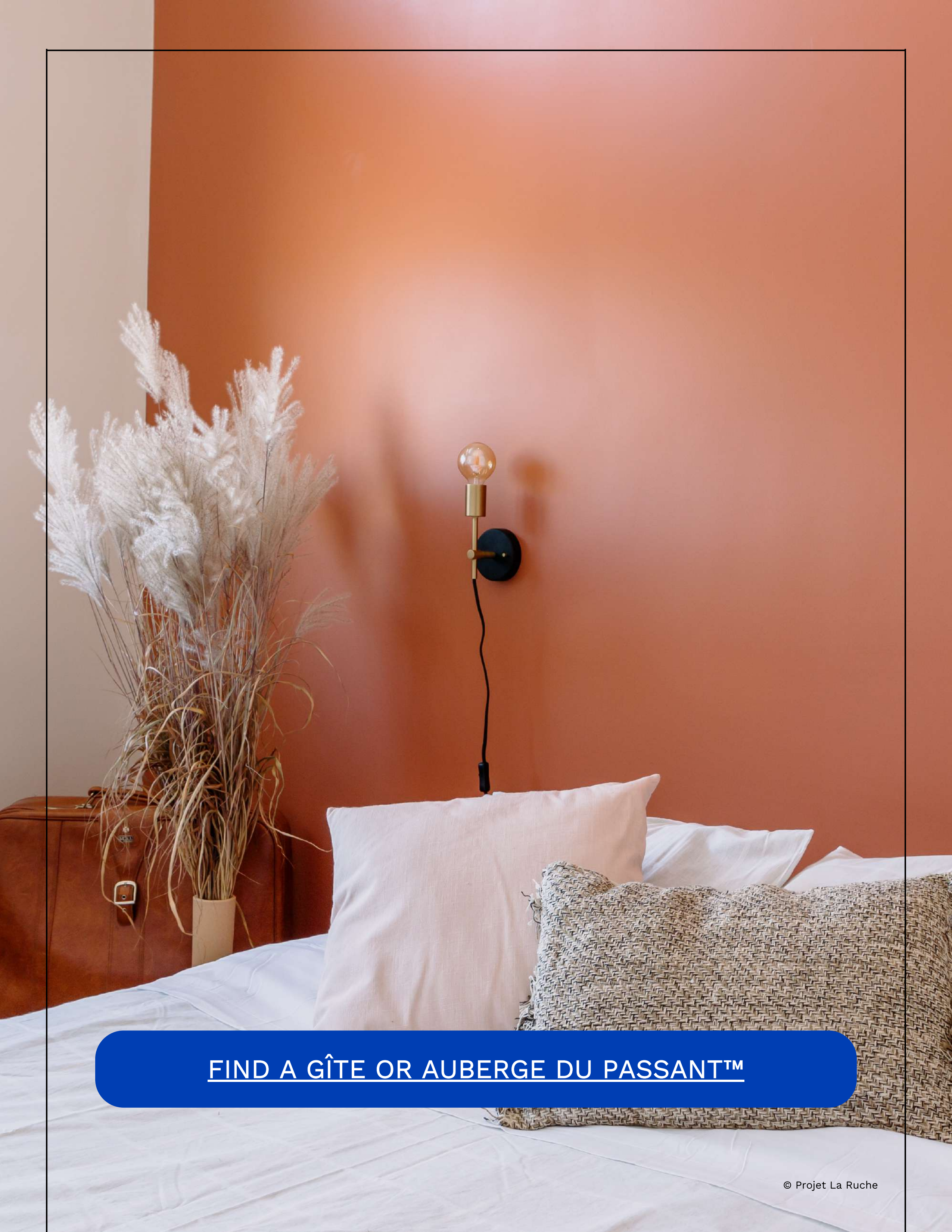
A Lasting Impression

Our Gîte and Auberge du Passant™ establishments hold a special place in the hearts of their guests. The experience is second to none, with extreme comfort, legendary hospital and decadent local food. A stay at a Gîte or Auberge du Passant™ is not just a simple getaway, it's an adventure you won't forget anytime soon.



© Auberge l'Île Flottante





[FIND A GÎTE OR AUBERGE DU PASSANT™](#)



© Festival de la Poutine de Drummondville

Feature

Quebec's Major Food-Themed Events and Festivals

In Quebec we're proud of our bounty, and what better way to showcase it than through culinary events and festivals?

We've put together this list of the main culinary events and festivals in each region.

Abitibi-Témiscamingue

- Foire gourmande de l'Abitibi-Témiscamingue et du Nord-Estontarien / August 13–20, 2023 / [Website](#)

Centre-du Québec

- Festival de la Poutine de Drummondville / August 24–26, 2023 / [Website](#)
- Festival de l'érable de Plessisville / [Website](#)
- La Balade Gourmande / September 30 to October 8, 2023 / [Website](#)
- Festival du boeuf d'Inverness / August 29 to September 3, 2023 / [Website](#)
- Fromages Bouffe et Traditions de Victoriaville / [Website](#)
- Festival du blé d'inde de Saint-Célestin / July 27–30, 2023 / [Website](#)
- La Foire Bières, Bouffe et Culture / August 8–13, 2023 / [Website](#)
- Festival des sucres de St-Pierre-Baptiste / [Website](#)
- Canneberge en fête / September 28 to October 15, 2023 / [Website](#)
- Festival Blues & Gin / July 21–23, 2023 / [Website](#)



© Festival des sucres de St-Pierre-Baptiste

Quebec’s Major Food-Themed Events and Festivals

Charlevoix

- Festival cuisine cinéma & confidences / [Website](#)

Chaudière-Appalaches

- Festival beauceron de l'érable / [Website](#)
- Festival du cochon de Sainte-Perpétue / August 3–6, 2023 / [Website](#)
- Promenade Gourmande / [Website](#)
- Festibière de Lévis / June 29 to July 2, 2023 / [Website](#)
- Beauce Brasse / [Website](#)
- Exposition de Saint-Prosper / [Website](#)

Eastern Townships

- Fête des Vendanges / September 2–10, 2023 / [Website](#)
- Les Comptonales / October 7–8, 2023 / [Website](#)
- Clé des champs de Dunham / [Website](#)
- Spirit of Potton Festival / August 18–19, 2023 / [Website](#)
- Grape Harvesting on the Brome-Missisquoi’s Wine Route / [Website](#)
- Festibière de Sherbrooke / [Website](#)
- Grande Coulée Mont Orford Beer Festival / September 15–17, 2023 [Website](#)
- Sherbrooke t'en bouche un coin / [Website](#)
- Festival des bières de Waterloo / September 23, 2023 / [Website](#)

Îles-de-la-Madeleine

- Festival du homard de Grande-Entrée / [Website](#)
- Rendez-vous Loup-Marin / [Website](#)



© Festibière de Sherbrooke



© Sherbrooke t'en bouche un coin

Quebec's Major Food-Themed Events and Festivals



© Fêtes gourmandes de Lanaudière

Lanaudière

- Oktoberfest de Repentigny / September 8–10, 2023 / [Website](#)
- Les Fêtes Gourmandes de Lanaudière / August 17–20, 2023 / [Website](#)
- Festival vins et histoire de Terrebonne / August 11–13, 2023 / [Website](#)
- Festival Octenbulle de Mascouche / August 17–20, 2023 / [Website](#)

Laurentides

- Fêtes Gourmandes et Artisanales de l'Abbaye d'Oka / July 15 to August 15, 2023 / [Website](#)
- Mirabel fête l'érable du Québec / September 23–24 / [Website](#)
- La Grande Gourmandise - Mont-Tremblant / September 1–30, 2023 / [Website](#)
- Festi-Bière de Mont Blanc / June 30 to July 1, 2023 / [Website](#)
- Oktobierfest Sainte-Adèle / September 29 to October 1, 2023 / [Website](#)



© MTL à Table

Laval

- Festival des bières de Laval / July 15–17, 2023 / [Website](#)

Lower-Saint-Lawrence

- Festival du Grill de Sainte-Luce / [Website](#)
- Bière Fest Rivière-du-Loup / September 14–16, 2023 / [Website](#)
- Bière Fest Rimouski / September 14–16, 2023 / [Website](#)

Quebec’s Major Food-Themed Events and Festivals

Mauricie

- Les Délices d'automne / October 6–9, 2023 / [Website](#)
- Festival de la galette de sarrazin de Louiseville / September 29 to October 8, 2023 / [Website](#)
- Les petits poissons des chenaux / February 4–19, 2024 / [Website](#)

Montréal

- Gib Fest / July 12–23, 2023 / [Website](#)
- Les week-ends gourmands de Rougemont / [Website](#)
- Bières et Saveurs de Chambly / September 1–4, 2023 / [Website](#)
- Festival Bières vins & terroir / June 30 to July 1, 2023 / [Website](#)
- La Grande Gourmandise - Boucherville / June 1–30, 2024 / [Website](#)
- Fête du Vieux Marché de Saint-Denis / August 9–13, 2023 / [Website](#)
- Echoes of a Proud Nation Pow Wow / July 8–9, 2023 / [Website](#)

Montréal

- Montréal en Lumière / February 22 to March 3, 2024 / [Website](#)
- Mondiale de la Bière / May 23–26, 2024 / [Website](#)
- Le Grand Poutinefest / July 13–31, 2023 / [Website](#)
- Cabane Panache / [Website](#)
- MTLàTABLE / November 3–19, 2023 / [Website](#)
- Festival sur le Canal / [Website](#)
- Les Premiers Vendredis / June 2 to October 6, 2023 / [Website](#)
- Soif de cidre Montréal / July 28–30, 2023 / [Website](#)
- YUL EAT / September 3–11, 2023 / [Website](#)

North Shore

- Festi-Grîles de la Côte-Nord / August 10–12, 2023 / [Website](#)
- Festival de la bière de la Côte-Nord / August 3–5, 2023 / [Website](#)



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Quebec's Major Food-Themed Events and Festivals



© Fêtes gourmandes Desjardins de Neuville

Ouataouais

- Festibièrè Gatineau / July 19–29, 2023 / [Website](#)
- Festibièrè d'hiver / [Website](#)

Quebec City and Area

- Fêtes gourmandes Desjardins de Neuville / August 24–27, 2023 / [Website](#)
- Foodcamp / March 9–10, 2024 / [Website](#)
- Festival des Brasseurs et Artisans de Québec / August 11–13, 2023 / [Website](#)
- BBQ FEST / [Website](#)
- Québec Exquis! / May 1–31, 2024 / [Website](#)
- Wendake Pow Wow / June 30 to July 2, 2023 / [Website](#)
- Festibièrè de Québec / August 17–20, 2023 / [Website](#)
- La Commission B / [Website](#)
- Rythmes & Papilles Microfestival / July 8–9 and August 6–21, 2023 / [Website](#)



© Festival du Bleuët de Dolbeau-Mistassini

Saguenay-Lac-Saint-Jean

- Festival du bleuets de Dolbeau-Mistassini / August 3–5, 2023 / [Website](#)
- Festival des bières d'Alma / July 27–17, 2023 / [Website](#)
- Festival de la gourgane / July 27–30, 2023 / [Website](#)
- Festival des bières du monde de Saguenay / July 20–22, 2023 / [Website](#)

Across the Province

- Mangeons Local Open Door Days / Late July to Mid-September 2023 / [Website](#)



Feature

Quebec's Food and Agritourism Trails

Food and agritourism trails are a fantastic way to discover a place's culinary heritage and explore the region itself. They are very well suited to day trippers and tourists and are also a great excuse to extend your stay. Of course, it goes without mentioning, how incredibly well they promote local products and participating businesses. As of 2023, there are over 50 food and agritourism trails across the province of Quebec.

Many stand out beyond the local products they promote, particularly those which incorporate active transportation. Some initiatives of note:

- La route des bières de l'Est (Lower-Saint-Lawrence and Gaspésie) / [Website](#)
- Brasseurs des Cantons Microbreweries (Eastern Townships) / [Website](#)
- Cheesemakers Circuit Les Têtes Fromagères (Eastern Townships) / [Website](#)
- Brome Missisquoi Route des Vins (Eastern Townships) / [Website](#)
- Véloroute Gourmande (Eastern Townships and Montérégie) / [Website](#)
- La balade gourmande (Centre-du-Québec, pop-up event) / [Website](#)
- Charlevoix Flavour Trail, Quebec's oldest culinary trail / [Website](#)
- Food Trail (Îles-de-la-Madeleine) / [Website](#)
- Le circuit de l'Abécédaire / Bouilli d'histoires salées (Îles-de-la-Madeleine) / [Website](#)
- Goûtez Lanaudière Agritourism Trails (Lanaudière, 6 trails) / [Website](#)
- Le Chemin du terroir (Laurentides, signposted tourist trail) / [Website](#)
- La route des Brasseurs (Mauricie) / [Website](#)
- Le Circuit du paysan (Montérégie, signposted tourist trail) / [Website](#)
- Circuits Croques l'Outaouais (Outaouais, 5 trails) / [Website](#)
- La route des Bières du Saguenay-Lac-Saint-Jean / [Website](#)
- And many, many more!



© La route des Brasseurs

Did You Know?

The AATGQ is developing distinctive culinary trails in collaboration with several regions of Quebec. These aim to leverage the diverse nature of food tourism, the seasonality of products, and the culinary identity of each place. Of course, these trails will be regulated by quality criteria and standards to ensure that all visitors enjoy the same, unforgettable experience.

This initiative is consistent with the Local Flavours and Roads to Discovery experiences promoted by the Alliance de l'industrie touristique du Québec.

A woman with long blonde hair, wearing a straw hat and a white long-sleeved dress, is walking through a field of white blossoms. She is holding a baby in a brown outfit with a pacifier. The baby is wearing red and white checkered sneakers. The woman is holding a bag of groceries in her left hand. The background is a field of white blossoms and green grass.

CONTACT INFORMATION

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Itching to learn more about the AATGQ, or Quebec's food and agritourism sector?

**Please note, these documents are currently only available in French.*

[PORTRAIT OF THE FOOD AND AGRITOURISM SECTOR](#)

[2022 ANNUAL REPORT](#)

[WHAT'S NEW FOR 2023](#)

[VIEW THE 2023–2024 BOARD OF DIRECTORS](#)

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