



First-ever TRIBUTE Festival – Celebrating Quebec’s Homegrown Distillers

Montreal, July 17th 2019 - On September 6 and September 7, the Palais des congrès de Montréal will host the first-ever **TRIBUTE Festival – Celebrating Quebec’s Homegrown Distillers**. The goal of the event is to become the largest gathering of homegrown alcohol producers in Quebec and is certain to delight aficionados of every stripe.

Helping Quebec distilleries take on the world

The Association des micro-distilleries du Québec (AMDQ) and the Association des distilleries artisanales du Québec (ADAQ) were looking for an event that would promote alcohol produced by their members to commercial customers and consumers alike. So, they called on the team behind the MADE WITH LOVE mixology competition to produce the **TRIBUTE Festival – Celebrating Quebec’s Homegrown Distillers**.

“The event will highlight a mission that is similar for both of our associations during a festive and fan-friendly gathering,” says Jean-François Cloutier, president of the AMDQ and co-owner of the Distillerie du St. Laurent.

“It’s a great opportunity to discover distilled beverages representing the Quebec terroir while highlighting the expertise and talents of local producers,” says Éric Lafrance, president of the ADAQ and president of Domaine Lafrance.

Palais des congrès de Montréal general manager Robert Mercure shares their enthusiasm. “Ever since joining the management team, I’ve wanted to integrate local products into our offering,” he said. “The TRIBUTE Festival is very timely and will help us to find new suppliers for our catering service.”

Two full days of tasting sensations

On September 6, the festival will be reserved for the industry only. In true trade-show mode, it will facilitate meetings between buyers and producers, in addition to offering panel discussions and conferences on alcoholic beverages.

On September 7, the general public will get a turn to enjoy a hundred or more tastings offered in the company of the artisanal distillers themselves. The public will also be able to enjoy various demonstrations, a gastronomic section, and cocktails showcasing the Quebec terroir during both days.

Day one of the festival is made possible thanks to the financial participation of the Quebec ministry of agriculture, fisheries, and food (MAPAQ). Day two is made possible by the Quebec ministry of finance as part of a program to support marketing initiatives in the alcoholic beverage sector.

PRACTICAL INFORMATION

Industry, buyers and medias : Friday September 6th, Noon-5pm

General Public (18 +) : Saturday, September 7th, Noon-11pm

Ticket price : 12 \$ (coupons can be purchased on-site for tastings)

Ticket office: https://secure.ticketpro.ca/?lang=en&server=ww1&aff=tribute#def_1334841351

Website : www.SpiritueuxQc.com

Location : Palais des congrès de Montréal (1001, place Jean-Paul-Riopelle, Montréal)

29 PARTICIPATING DISTILLERIES :

1769 Distillery - Absintherie des Cantons - AIR distillerie - Blue Pearl Distillery - Cirka Distilleries – Distillerie de Montréal - Distillerie de Québec inc - Distillerie des Appalaches - Distillerie du Fjord - Distillerie du Quai - Distillerie du St-Laurent - Distillerie les Trois Lacs - Distillerie Menaud – Distillerie Mariana - Distillerie Mitis - Distillerie Noroi – Distillerie Pirate du Nord - Distillerie Puyjalon - Distillerie Shefford - Distillerie Stadaconé - Distillerie Vice et Vertu - Distillerie Wabasso - Domaine Lafrance – La Distillerie Fils du Roy - La Chaufferie - Les Subversifs - Maison Sivo - O'Dwyer Distillery - Oshlag

About the Association des micro-distilleries du Québec (AMDQ)

The AMDQ is affiliated with the Conseil de la transformation alimentaire du Québec (CTAQ) with the mission of supporting the development of micro-distilleries in Quebec. To this end, it recognizes and promotes the manufacture of and trade in products distilled in Quebec, including spirits and liqueurs, both domestically and internationally.

About the Association des distilleries artisanales du Québec (ADAQ)

The ADAQ mission is to contribute to wealth creation Quebec by marketing certified spirits, from raw materials to distillation. Members are committed to offering consumers high-quality products that are 100% made in Quebec.

About MADE WITH LOVE

This Montreal-based company organizes the MADE WITH LOVE mixology competitions in Canada and Spain, bringing together passionate competitors, who push the boundaries of creativity, and their cocktail-loving fans. The company's Tribute division produces events focusing on locally produced alcoholic beverages.

In collaboration with the Gouvernement du Québec.



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Information, interview requests and media passes:

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