



Press Release
For immediate release

Invitations sent to exhibitors and Foire Gourmande special guest announced for 2019

Ville-Marie, April 10, 2019 – Organizers of the 18th edition of the Foire Gourmande of Abitibi-Témiscamingue and Northeastern Ontario are thrilled to simultaneously launch the registration period for agri-food exhibitors and reveal the special guest for the 2019 event.

Christian Bégin at the 2019 Foire Gourmande

Christian Bégin will be our special guest at the 18th Foire Gourmande of Abitibi-Témiscamingue and Northeastern Ontario. This versatile artist has shown a true passion for locally grown products throughout his career, and he explores theme in *Curieux Bégin*, a show he created that airs on Télé-Québec. Christian Bégin's love of all things culinary shines through once again as host of this year's Lauriers' Awards, a gala honouring the cream of Quebec's gastronomy.

It is a great privilege to welcome Christian Bégin to our event. *"Our objective is to spark the public's interest in our locally grown products, not only in Abitibi-Témiscamingue and Northeastern Ontario, but also across Canada. It's a wonderful opportunity for the Foire Gourmande to team up with Christian Bégin, as he is a well-known media figure in culinary circles. In return, we hope to show him the many treasures of our region,"* said Line Descoteaux, founding co-president of the Foire. When asked about his honorary title, Christian Bégin waxed ecstatic about the Foire Gourmande. *"For me, the idea of hopping in the car and gobbling up the kilometres of highway that will take me to your festival, licking my lips over the experiences we'll share, makes me very happy! Seeing the terrain change as I drive and anticipating this opportunity to learn more about the people in your region thanks to the food you produce, that's the epitome of joy! On that note, I'll see you soon! When we're together, the more of us we'll be! It's often around the table that we really get to know each other! And since I've often been in your neck of the woods, I know you'll make me feel right at home! It's all good!"*

Registration period opens for agri-food exhibitors

On another note, hundreds of invitations have just been sent to local growers, agro-processors and microbreweries from Quebec and Ontario. Agri-food businesses who want to take part in the event can also contact the coordinator for more details. The full program will be launched in May and we promise more announcements will be in store.

The mission of the Foire Gourmande of Abitibi-Témiscamingue and Northeastern Ontario is to promote the local agri-food industry and to organize activities that highlight the region's agro-processing products. The 18th edition of the festival will be held in Ville-Marie on the shores of Lake Timiskaming, on August 16th, 17th and 18th, 2019, in the Abitibi-Témiscamingue region.

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