

OUR PROGRAM IN ACTION



Learn more about our partnerships and all the ways we can help you stand out!



PARTNER OF MTLÀTABLE'S "SIGNATURE EVENTS"

TOURISME /
MONTREAL

Aliments du Québec au menu was the proud presenter of MTLàTABLE 2019's first-ever Signature Events, a delicious celebration pairing local cuisine with haute gastronomie! Participants in the Signature Events had a chance to discover seven members of the *Aliments du Québec au menu* program. These restaurateurs have helped put Québec cuisine on the map thanks to their savoir-faire and commitment to featuring local Québec products on their five-course menus crafted specifically for the occasion.



"HOMEGROWN INSPIRATION" WEB SERIES

Aliments du Québec produced a web series dedicated to the *Aliments du Québec au menu* program that shines a spotlight on restaurateurs committed to promoting local Québec products. The public was invited to discover one of the program's illustrious ambassadors, Arnaud Marchand, chef at Chez Boulay, as we follow him on his quest for the very best Québec has to offer through three video clips that inspire us all to put more local Québec products on our menus.



SPECIAL CATEGORY ON TASTET.CA

TASTET

Is your restaurant listed in the popular Tastet guide of gourmet addresses? Users of the site looking for menus featuring local ingredients can now select *Aliments du Québec au menu* as a search criterion when planning their next restaurant outing! In addition to having our own category, we also identify all of our members on their Tastet listing. It's a great way to ensure your visibility to the 1.4 million annual visitors to the site!



ALIMENTS DU QUÉBEC AU MENU RESTAURATEUR AWARD



This special award was created to shine a spotlight on participating restaurateurs who have distinguished themselves through their initiatives and commitment to buying, using and promoting Québec products. Aliments du Québec has awarded this prize for the past two years on the occasion of the Gala organized by the Association Restauration Québec. Watch for the opening of registration in September!



VISIBILITY CAMPAIGNS

Various communication campaigns are launched throughout the year aimed at promoting the program and participating restaurants. They include:

- influencer campaigns
- blog articles
- posts on our social networks
- features and articles in partner magazines (HRIImag, Caribou, ARQ, l'Actualité Alimentaire, etc.)
- Promotion of the program during industry events (Les Lauriers de la gastronomie québécoise, Salon ARQ contacts, etc.)

ANNUAL ALIMENTS DU QUÉBEC DAY

In October, the annual Aliments du Québec Day is the must-attend event for our members and partners, with a program featuring conferences, networking, activities, door prizes and a lunch with a distinctly Québec flavour.

