

PRESS RELEASE
FOR IMMEDIATE PUBLICATION

**DISCOVER THE DISTILLERIES OF THE TERROIR
A DIVINELY FLAVOURED LITERARY TOUR**



MARTINE
DORVAL



MARIE-ÈVE
BOURASSA



GÉRARD
POURCEL



MATHIEU
FORTIN



LOUISE
PORTAL



SYLVAIN
MASSÉ

Montreal, May 17, 2021 – Quebec is blessed with an abundance of producers from the terroir. Among them, artisan distillers who are winning acclaim for distinctive spirits and liqueurs, often prepared with unusual ingredients and techniques. Blue Metropolis and its spokesperson, **actor and author Louise Portal**, invite you on a voyage of discovery from the Eastern Townships to the Lower North Shore, Central Quebec and the Saguenay. Starting May 20, you too can strike out on the *Routes littéraires des alcools du terroir!*

In each region, an author has produced an original piece of fiction, or personal reflection, about these local distilleries.

- **Martine Dorval** adds maple-water to flavor historical fiction about the *Distillerie Shefford* in Shefford
- **Marie-Ève Bourassa** picks a mythical spot in Montreal and creates a Hollywood ambiance conducive to sipping cocktails made with Prose pink vodka, produced in Montreal
- **Gérard Pourcel** admits he's prone to mishaps when dealing with inanimate objects, including, alas, his glass of Norkôtié from the *Distillerie Vent du Nord* in Baie-Comeau
- **Mathieu Fortin** invites you to a musical tasting of aromatic gins at the *Distillerie du quai* in Bécancour
- And **Louise Portal** shares fond childhood memories on the way to the *Distillerie du Fjord* and its boreal gins in St. David de Falardeau

Louise Portal and actor **Sylvain Massé** have prepared an audio version of these texts. You can listen to the podcast on the Blue Metropolis website. A great way to discover regional artisan distillers and plan your own delightful spin through Quebec's regions.

A contest in partnership with Leslibraires.ca

To mark the online launch of our *Routes littéraires des alcools du terroir* and *Contrecoeur, dans mes yeux, dans mon cœur*, we're teaming up with Leslibraires.ca to hold a contest, on Facebook and Instagram. The contest will create some buzz for our podcasts, but also for the writers who've participated in the project. Gift cards of \$100 (totaling \$4,800 in all) will be awarded to contest winners. Watch your social networks for details.

The podcasts and texts can be found here:

bluemetropolis.org/terroir and metropolisbleu.org/terroir

Password for anglophone and francophone journalists: terroir

Available online May 20, 10 a.m.

Exclusive access for media on May 17, as of 10 a.m.

Four more literary circuits in Montreal... and a final one in the Montérégie

There are more literary tours for download available to local residents and visitors. Let our podcasts be your guides. In Montreal, writers bring a unique take on various spots in the city. Their commentary may be personal, or more socially-oriented, but always distinctive and relevant. **Montreal Shopping & Books, Yiddish Montreal, Montréal en todo sentido** and **Tensions and Intersections: a literary tour of the Gay Village**, invite us to discover the metropolis's many facets.

Finally, **Contrecoeur, dans mes yeux, dans mon cœur**, brings together original material from writers who either grew up in Contrecoeur or adopted this charming town on the banks of the St. Lawrence.

Blue Metropolis at a glance

Blue Metropolis Foundation is a not-for-profit organization founded in 1997 that brings together people from different cultures to share the pleasures of reading and writing and encourage creativity and intercultural understanding. The Foundation produces an annual literary festival of international calibre and offers, year-round, a wide range of activities as part of the TD-Blue Metropolis Children's Festival as well as educational and social programs in the classroom, in libraries and online. These programs use reading and writing as therapeutic tools, to encourage academic perseverance and fight against poverty and social isolation.

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