

VINEXPO EXPLORER

Québec

▶ 17 - 20 Sept. 2023

Press Pack

#distillierieduquebec #vinexpoexplorer
vinexpo-explorer.com



An event by
VINEXPOSIUM

Distilleries —
du  Québec





NEXT STOP QUÉBEC!

From 17 to 20 September 2023, Vinexpo Explorer, the immersive, touring event designed by Vinexposium, is heading for the province of Québec on a journey to explore its vibrant and creative craft distillery scene!

After Austria in 2017, California in 2018 and Beaujolais in 2019, **this new chapter, engineered in conjunction with the Québec Microdistilleries Union (UQMD), will be the first to focus on the spirits arena.**

Reserved for a selection of international buyers, Vinexpo Explorer will be helping to write a new marketing story between the prominent buyers invited and the Québec spirits producers who will be hosting the event.



Rodolphe Lameyse
CEO of Vinexposium

VINEXPO EXPLORER QUÉBEC, AN INCREDIBLE JOURNEY EXPLORING INNOVATIVE, UNIQUE FLAVOURS”

Can you introduce us to the Vinexpo Explorer concept?

The Vinexpo Explorer concept was created in 2017 and stems from a desire to offer an introduction to wine and spirits producers in their home setting. Our aim was to enable them to express their personalities and unique features by completely immersing participants in their world.

Therefore each edition of Vinexpo Explorer focuses on a specific wine or spirits region and connects top buyers with producers looking to secure exposure and share their unique skill set.

The event establishes close ties among attendees and builds robust, long-lasting business relationships. Vinexpo Explorer is a unique event combining immersion, discovery, a friendly atmosphere and business.

What is Vinexpo Explorer’s target audience?

Vinexpo Explorer targets primarily international buyers who are carefully selected using the Vinexposium database and through extensive research by our teams.

They are top buyers from key and emerging markets for the wine and spirits industry, mainly importers, e-tailers, retailers, distributors, supermarkets, brokers, airline companies and restaurateurs.

Why is a special spirits Vinexpo Explorer being held, and why Québec?

After three editions focusing on wine regions, in Austria, France and the United States, it stood to reason that we should provide a Vinexpo Explorer dedicated to spirits. It is a fast-moving industry that is constantly in motion and one that we are also expanding very significantly at our exhibitions.

Also, there are genuine expectations and a real need to showcase certain regions that are under the radar and yet offer an extremely varied line-up of products in this arena.

That's where Québec comes in!

Everybody is familiar with the leading, long-standing spirits producer countries like France, Scotland, Ireland, Japan and the United States. **But few people are aware that Québec is home to craft creators. Over 50 craft distilleries are based in 15 regions across Québec, producing over 300 spirits. In 2021, the market generated 90 million dollars worth of sales and nearly 400 direct jobs have been created by the industry over the past ten years.**

This is why we chose to host this Vinexpo Explorer Québec in conjunction with the Québec Microdistilleries Union (UQMD).

You mention 300 spirits but could you be more specific?

Québec spirits offer a mirror image of the country. They are shaped by its history, its regions, its terroirs and the people who craft them. They are multi-faceted!

You can savour highly original flavoured gins made with multiple botanicals, vodkas made from wheat or rye, rum flavoured with boreal spices (dune pepper, angelica, wild celery root...), Acerum, maple brandy, but also whisky, absinthe, blackcurrant cream liqueur, coffee or almond liqueur... It is an incredible journey exploring innovative, unique flavours.





What will be the highlights of Vinexpo Explorer Québec?

To offer the 35 hosted buyers a unique experience, Vinexpo Explorer revolves around four main strands: education, tasting, immersion and business relations.

During the 4-day duration of the event, participants have time to dive deep into this new arena and gain a perfect understanding of the vitality of a market and its stakeholders. Ultimately, they become genuine ambassadors for the region, its producers and their products.

After Vinexpo Explorer Québec, are other editions in the pipeline?

Our aim is to be able to regularly offer top buyers from across the globe new discoveries and to allow producers, who are not necessarily at home in a large-scale exhibition, to share their passion, their good humour and their expertise, to name a few.

So we have ongoing conversations with a number of producer regions and some great prospects for the next chapters.

KEY FIGURES:

- **72** hours of immersive discovery
- **35** major international buyers
- **25** craft distilleries based in **15** regions across Québec
- **+250** business meetings

1 / QUÉBEC CRAFT DISTILLERIES A BOOMING MARKET

EXPLORING UNCHARTED FLAVOUR TERRITORY!

For the past few years, the Québec Microdistilleries Union market has been booming, fuelled by consumers looking for quality spirits made by local artisanal producers.

Craft distilleries, often started by passionate enthusiasts, combine local ingredients with a good dash of entrepreneurship, diligence, innovation and creativity. **Québec craft distillers have made it their mission to encapsulate the essence of their terroir to produce a wide selection of spirits, ranging from whisky, vodka and absinthe to liqueurs and apéritifs, and also Acerum, a very distinctive brandy that brings a whole new dimension to maple-based products.**

Nearly 70 vodkas and 200 gins are currently marketed by the Québec Liquor Board (SAQ), illustrating just how popular gin is in Canada and Quebecers are huge fans! **Over the past ten years, sales volumes for gin have soared by 81.8 %, mainly driven by sales in Québec and Ontario*.**

The Québec Microdistilleries Union market is also buoyed by the growing popularity of cocktails and by the world's love of cocktails and mixology. Over the past few years, new craft distilleries have opened in Québec and there are currently no fewer than sixty or so of them.

* Statistics Canada - April 2020 - March 2021 - canada.ca/en



2 / HONOURING TERROIR

NATURAL RESOURCES CAPTURED IN THE BOTTLE

In the history of the region, spirits production began after the conquest of New France in the 17th century. Down through the years, the industry suffered a number of ups and downs, right through to recent times. In the past few years, though, it has been constantly expanding, stoked by the keen interest shown by countless enthusiasts.

Nowadays, Québec distilleries continue to perpetuate tradition, but also add a good measure of bold innovation and creativity. Their master distillers travel the world in search of unique skills, whilst also sourcing the unique character of their spirits from their wealth of local natural resources. The magic occurs between fermentations and distillations, where the distillers strive to turn their raw materials and botanicals into distinctive, differentiated spirits in the upper echelons of quality.

Renowned for its extensive boreal forests, its coastal areas lining the majestic St. Lawrence, through thousands of rivers and lakes, **Québec provides distillers with precious and unique natural resources. Its unique climate also deserves a mention, with its four clear seasons and their impact on the maturation process, or the quality of the water, a key component in spirits production.** Québec distillers explore their territory, from woodlands to fields via the waterfront and the orchards.



3/ AN EXTENSIVE PROGRAMME OF IMMERSIVE ENCOUNTERS AND EXPERIENCES

A ONE-OF-A-KIND EVENT IN THE WORLD OF BUSINESS

Vinexpo Explorer is a new way of growing business. It offers a unique immersion in an under-the-radar producer region for a clutch of select buyers.

Guests will be able to discover Québec in situ, with its history, its culture and its terroir over a three-day voyage of discovery along the St. Lawrence river where the atmosphere promises to be friendly yet professional. **They will enjoy immersion in the heart of the producer region through a line-up that offers engagement and experiences.**

The first day of the event starts **with an opening conference presenting the spirits market, followed by an extensive tasting of spirits** by the participating craft distilleries and a sightseeing tour of the historic district of Québec city.

The second day will be devoted to exclusive visits of the craft distilleries.

The tempo for the third and final day will be set by business meetings between buyers and producers. Vinexpo Explorer will end with a gourmet food evening and closing festival to which all the participants will be invited.

The Vinexpo Explorer Québec programme will revolve around opportunities for presentations and engagement, exclusive visits, tastings and business meetings.

Sunday 17 September

- **Afternoon** / Arrival of the international buyers in Québec city
- **Evening** / Welcome cocktail party

Monday 18 September

- **Morning** / Opening conference
- **Afternoon** / Major tasting - sightseeing
- **Evening** / Networking

Tuesday 19 September

- **Daytime** / Exclusive visit to the craft distilleries
- **Evening** / Networking

Wednesday 20 September

- **Daytime** / Scheduled business meetings between buyers and craft distilleries
- **Evening** / Gourmet food evening and closing festival

4 / LIST OF CRAFT DISTILLERIES

THESE REAL GEMS BELONG TO THE QUÉBEC MICRODISTILLERIES UNION (UQMD) AND ARE BASED IN 15 REGIONS ACROSS THE PROVINCE.

Abitibi-Témiscamingue

- ✦ Spiritueux Alpha Tango

Bas-Saint-Laurent

- ✦ Distillerie du St. Laurent
- ✦ Champ Gauche - Distillerie Fils du Roy
- ✦ Distillerie Mitis
- ✦ Témiscouata La Distillerie

Capitale-Nationale

- ✦ Distillerie de Québec
- ✦ Distillerie Stadaconé
- ✦ Distillerie Ubald
- ✦ Maison d'affinage Maurice Dufour

Centre-du-Québec

- ✦ Coop Distillerie Euclide
- ✦ Distillerie 29 octobre
- ✦ Distillerie B - La Miellerie King
- ✦ Distillerie du Quai

Chaudière-Appalaches

- ✦ Distillerie des Appalaches
- ✦ Distillerie La Ponce
- ✦ Distillerie Lore & Legends
- ✦ Distillerie Vallée Bleu

Côte-Nord

- ✦ Distillerie Puyjalon
- ✦ Distillerie Vent du Nord

Estrie

- ✦ Absintherie des Cantons
- ✦ Distillerie Birster
- ✦ Distillerie Cherry River
- ✦ Distillerie Comont
- ✦ Distillerie de la Chaufferie
- ✦ Distillerie Shefford
- ✦ Le cartel des spiritueux

Gaspésie-Îles-de-la-Madeleine

- ✦ Distillerie des Marigots
- ✦ La Société secrète Distillerie artisanale
- ✦ O'Dwyer Distillerie

Lanaudière

- ✦ Distillerie Grand Dérangement
- ✦ Les Esprits tordus

Laurentides

- ✦ Distillerie Côte des Saints
- ✦ Distillerie La France
- ✦ Distillerie La Manufacture

Mauricie

- ✦ Distillerie Mariana
- ✦ Distillerie Wabasso

Montérégie

- ✦ Cidrierie Michel Jodoin
- ✦ Distillerie 3 Lacs
- ✦ Distillerie Noroi
- ✦ La Terre à boire

Montréal

- ✦ Brasserie et distillerie Oshlag
- ✦ Cirka Distillery
- ✦ Distillerie 1769
- ✦ Distillerie de Montréal
- ✦ Distillery BluePearl

Outaouais

- ✦ Distillerie du Square

Saguenay-Lac-Saint-Jean

- ✦ Distillerie Beemer
- ✦ Distillerie du Fjord

About Vinexposium

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe.

By bringing together exhibitors and visitors at 10 events a year and its community every day of the year at vinexposium365.com, Vinexposium is the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum.

About Vinexpo

Vinexpo is an international brand belonging to the Vinexposium group. Boasting a 40-year history overseas, it now gathers wine and spirits professionals in 4 continents all year round.

In 2023, Vinexposium is organising 6 Vinexpo events with exhibitions in Paris, New York, Singapore and New Delhi and business meetings in Québec and Seoul.

About the Québec Microdistilleries Union (UQMD)

The Québec Microdistilleries Union is the association representing the vast majority of craft distilleries in the province of Québec.

It takes a proactive, multi-pronged approach based on input from its members, handling political representation; industry development and innovation; events, communications and promotion. **Its mission is to create a business environment conducive to sales of Québec spirits in Québec and elsewhere around the world.**

Official event website:

- <https://www.vinexposium.com/vinexpo-explorer/>
- <https://conseiltaq.com/associations/union-quebecoise-des-microdistilleries>
- <https://distilleriesduquebec.com>

Social media:

- <https://www.facebook.com/Vinexposium>
- <https://www.instagram.com/vinexposium/>
- <https://www.linkedin.com/company/vinexposium/>
- <https://www.youtube.com/c/Vinexposium>
- <https://twitter.com/vinexposium>

Visuals available on demand

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