

## **More Innovative Gastronomy for 2015 from Quebec's Maple Masters**

New Product Category Added: *Local Cheese and Maple*

**Longueuil, February 3, 2015** – This year, six new talented artisans and chefs have joined the select group of 100 Maple Masters from Quebec. Selected as part of the Maple Masters program created by Les Produits d'érable du Québec, these six creative artisans have not only demonstrated their unconditional love of maple, but also their ability to innovate by using it in a multitude of delicious ways throughout the year.

### **A Maple Masters first: *Mishtan*, a maple-flavoured cheese**

In 2015, the Maple Masters are extending their influence in Quebec's culinary landscape by welcoming the fine cheesemaker **Au Gré des Champs** and their subtle maple-flavoured products. Their *Mishtan* is a cow's milk cheese, aged for three months and washed with boreal forest spice-macerated maple syrup. With this new member, a new product category has been added to the vast range of current Maple Master specialities, giving hope that we could see other Quebec dairies joining their ranks in the near future.

Here are the other five new members making up the 100 Maple Masters:

**Chocolaterie Bonneau:** Master chocolatier Yves Bonneau likes to create new and exciting flavours by harmonizing different products with cocoa, including wine and maple. He loves the sweetness, aroma and taste of maple products. Maple is a miracle of nature that allows him to let his imagination run wild.

**Chez Boulay, Bistro Boréal:** As a perfect ingredient in both savoury and sweet dishes, Chef Arnaud Marchand loves maple for its versatility. He particularly appreciates its unique flavour and the fascinating results obtained when it is combined with spices. For Arnaud, maple syrup and peppery green alder is an extraordinary combination!

**Gaspor, St-Canut Farms:** Renowned for the unrivalled quality of its gourmet pork products, Gaspor makes an innovative ham with maple sauce. Another original and creative product is its pork and maple sausages made in collaboration with Les Charcutiers Pork Shop.

**L'Amour du Pain:** Owner Michel Van Landschoot is originally from Belgium and has been kneading dough for 45 years, with 25 of those in Quebec. His high-quality bakery products are homemade with the finest ingredients. He loves to use maple as a natural sweetener in his many delicious creations.

**Toque et Tablier:** Toque et Tablier is a new company focused on culinary creativity. This father-daughter collaboration designs, produces and markets a range of superior-quality food products, including a wide variety of stunning fruit cakes with maple and maple sugar.

#### **How do I find a Maple Master? Go to [maplemasters.ca](http://maplemasters.ca)**

The [maplemasters.ca](http://maplemasters.ca) website offers a wealth of information on the Maple Masters and lists them by region. As well as individual fact files for each Master, you can find many hints, tips and anecdotes related to Quebec maple products.

The Maple Masters' culinary creations are also presented in the new edition of *I Love Maple* magazine, available for free at Maple Masters member establishments, as well as at tourist information centres in Quebec City and Montreal. It is also available free of charge on request by calling the Federation of Quebec Maple Syrup Producers at 450-679-7021.

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#### **About the Maple Masters**



Since 2008, the 100 Maple Masters of Quebec have been flexing their imaginative and creative muscles to showcase a wide variety of ingredients, dishes and meals derived from maple products. Maple Masters come from a wide variety of backgrounds—restaurants, cafes, bistros, bakeries, ice cream parlours, chocolatiers, confectioners, delicatessens, cheesemakers, hotels, inns, caterers and fine food boutiques—and are selected every year to represent the best local artisans and professionals as part of the Maple Masters program implemented by Les Produits d'érable du Québec. The 100 establishments can be identified by the Maple Masters logo: a stylized drop of maple syrup.

#### **About the FPAQ and Les Produits d'érable du Québec**

The Federation of Quebec Maple Syrup Producers was founded in 1966 with the mission of defending the economic, social and moral interests of 7,300 maple businesses, as well as promoting the maple industry and developing initiatives to collectively market maple products. The quality work of these maple producers has made Quebec the proud source of 71% of the world's maple syrup. Les Produits d'érable du Québec is the brand the FPAQ has developed to promote authentic maple products from Quebec.

[siropderable.ca](http://siropderable.ca)

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