



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## Festival des vins de Saguenay returns to Racine Street on July 7, 8 and 9!

**Saguenay, June 10 2022** – For its new edition, to be held on July 7, 8 and 9, Festival des vins de Saguenay returns to Racine Street, in the heart of Chicoutimi’s district in Saguenay, to the delight of wine lovers, tourists and winegrowers.

“Finally, we’ll see our people again!” exclaims Philippe Lapeyrie, the festival’s spokesperson since its beginning in 2007.

“Festival des vins is a unique opportunity to mix artisans, growers, and wine enthusiasts from all over the world. To be sure everyone can meet, this year, we will be three days on Racine Street, and we will even go around the region!”

In addition to all the new discoveries (more than 500 products will be available to festival-goers and workshops), there is an offer of nine gourmet getaways in collaboration with the Table agroalimentaire du Saguenay-Lac-Saint-Jean, manager of the boreal Zone. Epicureans are therefore invited to live tempting and authentic experiences with local artisans in Saguenay-Lac-Saint-Jean. VIP meeting at the Distillerie du Fjord, brunch on a vegetable farm on the shore of the fjord, discovery of Nordic vineyards, regional cheese tasting, visit of a haskap orchard surrounded by alpacas, farmers' market and introduction to beekeeping are among the activities available.

At a time when buying local seems more important than ever, Le Québec dans mon verre activity will be put forward to allow the public to see the extent and the quality of wines, ciders and various alcohols of the province that have never been so

accessible and so good. The Quebec wine market is much more than white, red, rosé or sparkling. It is a dozen grape varieties and wines with unique characteristics that give your glass a nuanced aspect. Visitors will learn about the wines' personalities, their properties and their origins while making wine discoveries resulting from the hard work and talent of local winegrowers.

Thus, if Racine Street will be festive during these three days, it will also be thanks to the restaurateurs who will actively participate by offering a selection of Quebec wines, but also, original menus concocted with ingredients from the Quebec pantry. All of Quebec will be at your table! Therefore, it is better to book quickly. It should be remembered that more than 35,000 people (according to 2018 numbers) will enjoy the closed off street to stroll among all the exhibitors' booths.

New this year, the Bistro SAQ awaits you for a well-deserved break! Come and enjoy the terrace to savour a good glass of wine. Société des Alcools du Québec, which has been the official presenter of Festival des vins de Saguenay since its beginning, reminds us that in addition to wines and cocktails, a wide range of non-alcoholic beverages will also be offered.

Besides its official presenter, Société des Alcools du Québec, Festival des vins de Saguenay would like to thank its partners: City of Saguenay, Quebec Ministry of Tourism, Caisse Desjardins de Saguenay, Bell Media, les Vins du Québec, and Educ'alcool.

Festival des vins de Saguenay is the only wine festival held on a street in a downtown area in Canada. Since its creation in 2007, it has become a reference for visitors and for winegrowers.

For more information regarding the 2022 edition, visit [festivinsaguenay.ca](http://festivinsaguenay.ca)

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