

Press release
For immediate release



A 16th Edition for the Saguenay Wine Festival

Saguenay, May 30th, 2023 - The Festival des Vins de Saguenay, presented by the SAQ, is back for its 16th edition! From July 13th to 15th, the festivities will be held on Racine Street where tastings, workshops, meetings, and discoveries will be on the agenda. More than 50 exhibitors and winegrowers will be gathered in the heart of downtown Chicoutimi and will display more than 500 products. Being the largest outdoor wine event in North America and welcoming more than 40,000 festival-goers each year, the Festival is proud to be a tourist asset for Saguenay-Lac-St-Jean and to represent significant economic benefits for the region. Since its first edition in 2007, it has become a reference and a unique opportunity for visitors as well as for winegrowers.

Our Spokesperson

"This 16th edition will be under the theme of sharing, exchange, learning, discovery, and novelties. Be with us for these three festive days from July 13th to 15th! We'll spoil you and your taste buds at the largest gathering of wine lovers in North America!"

Phil Lapeyrie

Sommelier and proud spokesperson for the Saguenay Wine Festival since its creation in 2007.

Fromages d'ici Zone

Thanks to our new partnership, festival-goers will be able to visit the "Fromages d'ici" zone on the site. On the menu: Discovery of Quebec products and wine and cheese pairings. You will be able to find a varied offer of cheeses as well as wines from Quebec presented by the SAQ. The Festival will enjoy the presence of cheesemonger Yannick Achim, recognized expert and brilliant communicator, to discover the zone and learn more about local cheeses. This is the perfect place to have a little snack. From the four corners of province, artisan cheese makers use the highest quality local milk to develop exceptional, award-winning cheeses typical of the region from which they come. Discover the good taste of local know-how!

Host Region: Les Vins de Californie

“Les Vins de Californie” is thrilled to be the official regional sponsor of the Saguenay Wine Festival. Renowned worldwide for its exceptional quality, distinctive character and strong commitment to sustainability, the Golden State creates wines that come to life in the glass. With its perfect growing conditions, sunny attitude and abundance of talented winemakers, California is truly a one-stop destination for world-class wines.

With vineyards along the coast producing every type of wine, from Cabernet Sauvignon and Zinfandel to Rosé and Pinot Noir, there is always a superb bottle just waiting to be uncorked. Plus, you can enjoy your wine without remorse. Why is that? Because Californian vineyards are pioneers in sustainable development. Winemakers understand the importance of preserving the land and resources for future generations. With over 82% of California wine made in a certified sustainable winery and 250 certified wineries producing 258 million cases every year, Golden State wines are on a mission to fight climate change.

Let the wines of sunny California brighten your glass and savor the sunshine.

Our Partners

In addition to its official presenter, the SAQ, the Saguenay Wine Festival would like to thank its collaborator “Fromages d’ici”, as well as the host region of the 2023 edition “Les Vins de Californie”. Many thanks also to our major partners: Ville de Saguenay, Gouvernement du Québec, Caisses Desjardins du Saguenay, Bell Media and Jean Dumas Saguenay Mitsubishi.

For more information on the 2023 edition of the Saguenay Wine Festival, visit festivinsaguenay.ca

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