

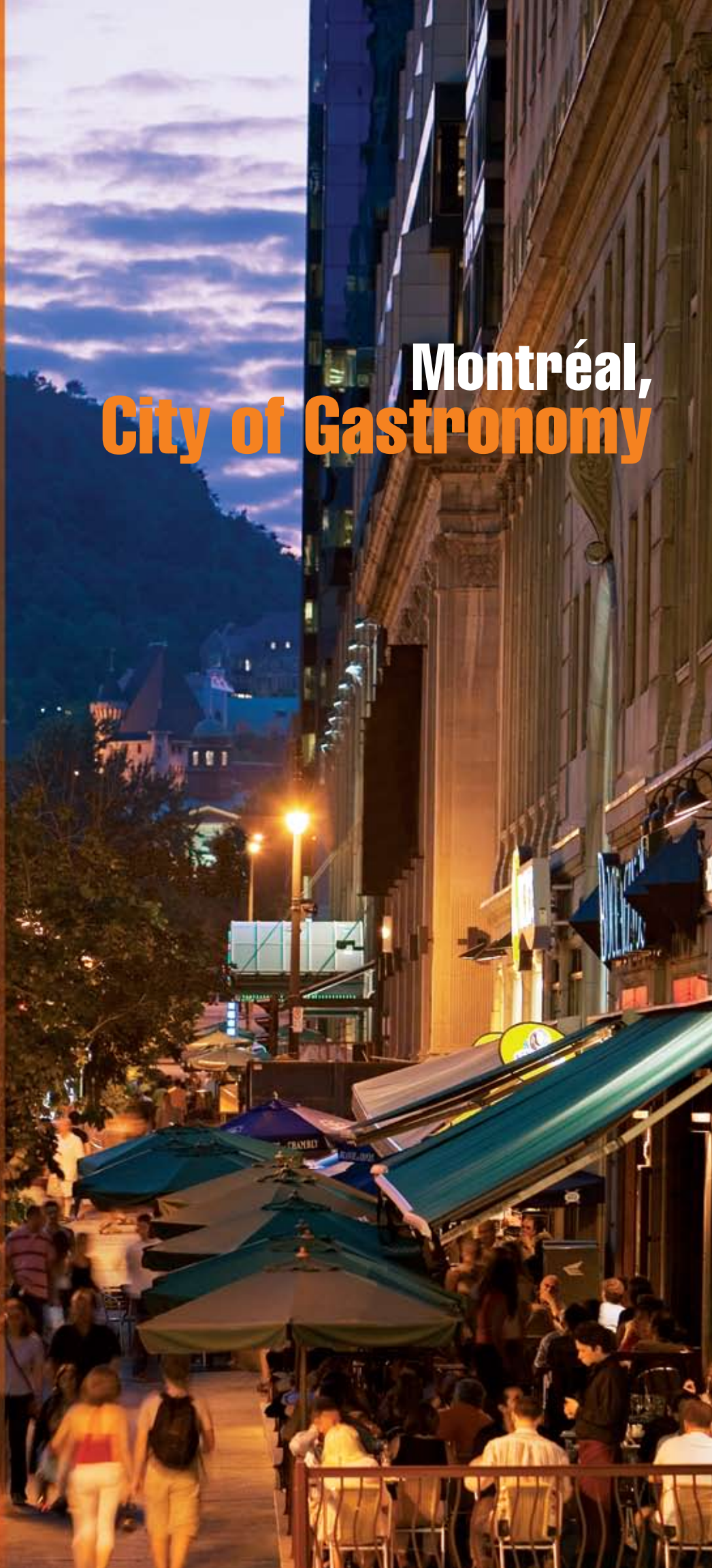
CONTACT

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Montréal, City of Gastronomy



Palais des congrès
de Montréal





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In Montréal, the art of living includes an appreciation for the pleasures of the table... This has been acknowledged by no less an authority than the venerable culinary magazine *Gourmet* with a special edition in 2006. Its editorial was effusive with this type of praise, "This is not just a charming city with terrific food... What's really great about Montréal is how much hope it gives you for the future. These people have really figured out how to live."

That kind of enthusiasm is contagious. Just take a walk through any of the metropolitan communities to see how many culinary discoveries you will make. There are so many places that simply say Montréal: public markets and specialty grocery stores, fine dining or diner fare, delis and "Bring Your Own Wine" restos, outdoor terraces and steak houses. Every day, they attract foodies eager for the flavours of far-away places as well as the comforting scents of home, joined as one by their desire to eat well.

Centred as it is amongst Old Montréal, the International district, the Business district and Chinatown, the Palais des congrès de Montréal is beautifully situated for food lovers ... and not only out on the street but inside as well! Just as Montréal is renowned for its gastronomic prowess, the Palais offers menus that are varied, creative, theme-based and prepared with the greatest of care, whether for a few invited guests or a banquet for 6,000. Taking inspiration from the flavours of the world and the latest culinary trends, renowned chef Wahed Naja of *Capital Traiteur* will create for your guests dishes which are certain to surprise and delight them.

The fulsome creativity and refreshing boldness of Montrealers can be found in front of them: on their plates. We invite you to come and enjoy a taste!

André Saucier

Interim President and CEO

Symphony in G (for Gastronomy)



Imagine an orchestra being led by 10 conductors at once. Would the music be sublime or ridiculous? When it comes to food, it results in the most beautiful melody imaginable. The maestro of this masterpiece is Montréal's Palais des congrès which, once a year, hands the baton to chefs from the city's major hotels and the Palais' exclusive caterer, Capital Traiteur. They join their efforts to serve pleasure to guests at the annual Recognition Award Gala.

A brainchild of the Fondation Gérard-Delage, whose mission is the advancement of competencies in the Quebec tourism, hotel and restaurant industries, the *Symphonie gastronomique* has played out at the Palais since 1997. The idea is brilliant in its simplicity: 10 invited chefs each prepare a menu composed of 5 courses for 60 people. These dishes are then entered into a software program which produces 10 different menus for each table. In this way, a single table will see 50 different dishes in the course of the evening! Truly, it's a feast for the eyes and the palate, one that

provokes sharing of conversation and of wonderful food as well...

The concept of combining gastronomic prowess and a convivial atmosphere is in perfect harmony with the objective of the annual Gala evening, which is staged by the Palais to honour the people who have attracted international conventions to Montréal. This recognition by one's peers in a ceremonial way has found a festive complement in the *Symphonie gastronomique*, created with care by the chefs of the city's major hotels, themselves close partners of the Palais from Day One.

Each and every year, the results are the same: a memorable night for guests and a pleasant experience for the chefs.

"The *Symphonie* is by all means an excellent showcase for our work," declares Chef Christian Lévêque of the InterContinental Hotel Montréal, who has taken part in the event since its beginnings. "The evening gives us the chance to show who we are—the hotel restaurateurs—and what we are capable of achieving. You know, in the restaurants of big hotels, the customers always get what they're looking for, because we never sacrifice quality ... no matter how the economy is doing."



10 conductors — 1 delectable symphony

Chef Louis Rodaros
Hilton Montréal Bonaventure
Restaurant Le Castillon

Chef Thach-Ngoc.Vo
Le Centre Sheraton Montréal

Chef Hervé Dumont
Delta Centre-Ville

Chef Deff Haupt
Sofitel Montréal
Restaurant Renoir

Sous-chef Jean-Claude Bonnefoy
Marriott Château Champlain

Chef Wahed Naja
Palais des congrès de Montréal
Capital Traiteur

Chef Olivier de Volpi
Hôtel Place d'Armes
Restaurant Aix

Chef Stéphane Lo Ré
Hyatt Regency Montréal

Chef Alain Pignard
Fairmont The Queen Elizabeth

Chef Christian Lévêque
InterContinental Montréal



Guests for Dinner at the Palais

“Convention-goers are our guests. My job is to make them feel as well-treated as if they were visiting my own home.” This is the commitment of Executive Chef **Wahed Naja**, a passionate man who is proud of his staff and of his accomplishments in 11 years at the head of Capital Traiteur, the exclusive caterer to the Palais des congrès de Montréal.

Each day, he strives to provide the food services that clients want, and to satisfy their wishes in every way. “Fresh, healthy products, seasonal and local offerings ... these are the elements defining the quality of our cuisine,” he explains. “We are fortunate to live in Québec, a place of abundance, and our people love to try new things.”

Chef Naja offers a highly personalized service, and is capable of adapting plans up until the last minute. “We craft special menus for people with allergies, for diabetics and vegetarians, as well as for kosher and halal diners ... We have even served a menu for people with chewing problems!”

Supported by four sous-chefs and a devoted team, Chef Naja puts as much care into serving 10 meals as he does for a banquet seating 6,000. “The challenges are different, but we tackle them with equal passion, day after day.”

Another participant from the very start, Chef Hervé Dumont of Delta Centre-Ville adds, “Over the years, the *Symphonie* has become a gathering place for chefs. We never have the chance to work together, so it’s quite stimulating to see what everybody else is doing. It’s also a great event for my whole staff—the ones who come with me consider it a reward—because I treat it like a tasting table and we create all kinds of new things.”

A new participant in 2008, Chef Deff Haupt of Restaurant Renoir at the Sofitel Montréal

enjoyed his first experience so much that he was delighted to come back for a second year in a row. “The *Symphonie gastronomique* puts us in direct contact with the customers. We find out precisely what they think about our food. Also, it’s the only night of the year that I’m out of my kitchen!”

Furthermore, behind the scenes, in the kitchens of the Palais, these gastronomic marvels must be matched by logistical magic. From all points of view, the *Symphonie gastronomique* and the

Recognition Award Gala—bringing together personalities and business people to honour the Palais’ Ambassadors—stand out as the opportunity for the entire Palais crew to demonstrate their generous skills in the organization of major events.

Food Takes Centre Stage at the Palais!



Montréal lives and breathes gastronomy in its many manifestations. The very act of eating becomes a ritual at times, particularly in the spring, when Mother Nature re-awakens and re-energizes us. That's the signal for the Palais to set the table for two large exhibitions dedicated to the latest trends in food and healthy lifestyles.

The Salon international de l'alimentation Montréal (SIAM), the first offshoot of the celebrated Paris SIAL to be held outside of France, takes place at the Palais des congrès at the beginning of April each year. Building on the dynamism of the local scene, SIAM Montréal's organizing partners, the Agri-Food Export Group Québec-Canada and the Québec Food Retailers Association, invited SIAL Paris to expand to Montréal at a pivotal moment in its history. The idea subsequently snowballed, and there are now two other SIAL exhibitions, in Shanghai and Buenos Aires.

For its 6th edition in 2009, this show for food professionals expects to attract over 12,000 North American buyers to sample the new offerings of some 500 exhibitors from the four corners of the world. SIAM Montréal Director General Xavier Poncin explains the remarkable ethnic diversity of the products, "North America is a continent of immigration. We are quite open to culinary offerings from Europe and indeed from the whole world. What you find at SIAM Montréal simply reflects the evolving population here."

M. Poncin emphasizes that the show works hard to attract the best exhibitors, "SIAM Montréal has drawn up a menu that rewards innovation and excellence, notably with our Trends and Innovations section which includes awards for the best new products." The exhibition includes two other significant ingredients: the *Olive d'or*, the biggest extra virgin olive oil competition in North America; and the *Agora Nutrition* program, which deals with trends and problems in food.

Just prior to SIAM, in mid-March, the general public is invited to the Eat Well and Living Green Expo. This unique gathering focuses on new trends in healthy food, ecology and global health. There are over 200 exhibitors offering tastings of organic, natural or local products, as well as therapies and eco-solutions. It features a bevy of culinary demonstrations, workshops and conferences aimed at instilling good eating habits and providing the tools needed to improve lifestyles on a global scale.

As you can see, shows at the Palais des congrès are not only interesting, but delicious as well!



ITHQ: A Bubbling Pot of Great Québec Chefs

In little more than 40 years, l'Institut de tourisme et d'hôtellerie du Québec has built an excellent reputation, and sent its graduates to success all around the world. Director General **Lucille Daoust** beams with pride when speaking of this hotbed of culinary excellence which feeds professionals into the ever-evolving industry in Montréal, throughout Québec and beyond our borders.

To date, l'Institut has attracted and trained more than 8,000 students, including many who have contributed vigorously to the establishment of a Québec gastronomic culture, one that is increasingly well-known and appreciated internationally. "We are building a culinary workforce that is bold, inventive and capable, thanks to a solid program centred on competence and advanced training which focuses on the key trends in Québec cuisine," explains Madame Daoust. She points out that the Institut also gives programs in service and sommellerie, as well as in restaurant, international hotel, and tourism management.

"Our culinary *formation supérieure* program is like a pot bubbling with great new ideas and chefs," she enthuses. "The students work with noble, refined products. We give them the opportunity to meet chefs, regional producers and local artisans to stimulate their imaginations, but also to establish connections within the milieu and allow them to build upon the abilities and knowledge they find there." Three-month summer internships in France at restaurants which have earned stars from Michelin gives a finishing touch to the students' training. "And thanks to agreements such as the one with Relais & Châteaux, our students have

the chance to intern at reputed establishments around the world," adds the Director General.

In fact, a striking feature of the ITHQ programs is the fact that they are work-study programs including training in the workplace.

With this level of excellence and creativity built into the program, it's no wonder that graduates of the Institut are very often hired on the spot during their internships, never having to actually look for a job! Some have achieved immense current fame like Marco Pelletier, chief sommelier at the Hôtel Le Bristol in Paris (considered the best hotel in the world) and Stéphane Tremblay, Executive Chef at Le Royal Meridien in Shanghai, while their colleagues make their own distinctive marks by founding restaurants which have earned international reputations. "I'm thinking particularly of Christine Lamarche, co-owner of Toqué! and Martin Picard, owner/chef of Au pied de cochon in Montréal, not to mention Serge Dansereau of The Bathers Pavilion in Sydney, Australia," says Madame Daoust.

"This level of expertise must be nourished and supported by all means possible," she goes on to say. "Management here at the Institut has defined educational partner-

ships, research and communications as priorities, so we are never far from what's going on in the industry and the newest trends." Various training programs have been developed in partnership with the Montréal chapter of Meeting Professionals International, Mont-Tremblant (the province's biggest vacation getaway) and l'Association des hôteliers du Québec.

The Institut also established its Applied Research Centre with a mission to "contribute science to cuisine" with emphasis given to the dissemination of new knowledge. Some of the notable work now being undertaken involves food chemistry and sensory evaluation as well as, in collaboration with l'Université de Montréal, nutrition as applied to early childhood, and culinary design. "Partnerships and exchange ... that is how we intend to ensure not only the future of the Institut, but its pertinence as well," concludes Lucille Daoust, a woman who does her job with obvious passion.

This institute of higher learning contributes enormously to the "gastronomic effervescence" for which Montréal is known. By training a workforce at once innovative and firmly rooted in Québec culture, it cultivates a culinary tradition that is in a constant state of renewal.

Montréal—A Cosmopolitan Banquet with a Place Set for You



The discreet charm of Europe's famed *petits bistros* lives and breathes also on the streets of Montréal. There's L'Express which has drawn the faithful for 25 years, the sunny terrace of Café Cherrier on rue Saint-Denis, the best *frites* in town at Leméac on Laurier, and the authentic Parisian bistro on Sainte-Catherine Street simply called Paris. But there's so much more, so many more reasons why Montréal is becoming the gastronomic capital of North America.

by Philippe Mollé



A substantive presence in Montréal's gastronomic landscape, Philippe Mollé proudly defends and promotes artisans of good taste. A trained chef and author of 10 books on food and cooking, he is also a consultant, a well-known Radio-Canada broadcaster and a restaurant critic.

Montréal The One and Only

Comparisons with any other Canadian city don't hold up. Here, foodies literally rub shoulders on legendary Boulevard Saint-Laurent on their way into Old World *charcuteries* (meat shops) and upscale grocery stores. The fame of Schwartz's is second to none for its smoked meat on rye, with a pickle on the side. Don't be surprised to see the famous dining alongside you, like Sting or former prime minister Brian Mulroney. You will be sharing with them an appetite for the authentic, the real deal.

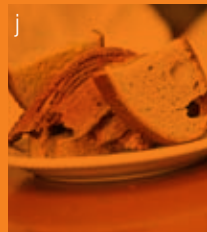
One would think this city was built as a playground for people who love food. Downtown is sprinkled with charming little boutiques. Specialty stores are fragrant with herbs and aromatics, while maple sugar, cotton candy, hot bread and chocolate perfume the bakery shops and tea rooms.

From the earliest days of spring, when the sun returns to warm us, its rays light the beauty of the flowers and women in chic apparel on Montréal's outdoor terraces where couples come to linger, enjoying a bite accompanied by micro-brewed beer. Rue Saint-Denis, historic Old Montréal, the Jean-Talon Market and Parc Lafontaine fill with people, music and good food. The great chef Paul Bocuse says of Montréal, "Here, the world is as one: it comes together and shares at the same table something that tastes good, and is of good taste!"

From the Traditional to the Molecular

With the Highlights Festival, which has illuminated the city for 10 winters, Montréal dedicates two weeks to the pleasures of good food and wine. Each year, the best chefs in the entire world come to share meals and recipes based upon a specific theme. The outcome is predictable: mid-winter joy and the best array of gastronomic delights to be found on the planet. The opportunity to revel at a great restaurant for a \$100 cover charge earns Montréal the enviable distinction of being able to offer the best food at the least price ... anywhere.

The cuisine is as diverse as it is delicious. You can find a meal-sized bowl of soup for \$10, a noon hour table d'hôte in a reputable restaurant for \$20, or a gourmet repast prepared by Apollo Giovanni for adventurous epicures eager to explore his molecular approach to gastronomy.



Montréal's kitchens are now led by talented chefs who have worked with the best in the world: Normand Laprise of Toqué!, Éric Gonzalez and Marino Tavares of Ferreira Café (the best Portuguese restaurant on this continent), Jérôme Ferrer of the Europea, Laurent Godbout at Version or the neighbouring Club Chasse et Pêche in Old Montréal. All of them are living and working evidence that Montréal's gastronomic culture is in good hands.

Montréal also offers the humbler pleasures of good cuisine such as, for example, the bakeries which lovingly make sandwiches on crusty bread ... a small everyday luxury which is the envy of those living in other provinces. And there's La Binerie du Mont-Royal which for many, many years has brought smiles to the faces of customers at its old counter, and baked beans, spruce beer and *pudding chômeur* to their bellies. Montréal is proud of these veritable institutions which recall earlier times and their traditions.

François Pellerin is one who brings the romance of the past into the new millennium. His Fourquet Fourchette restos take traditional *cuisine québécoise* and add a modern touch, while using products from the regions of Québec. The time-honoured motto "Je me souviens" finds no better home than on his menu, with its iconic pea soup, *tourtière* and maple sugar pie.

A Simple Life and Happy People

A gastronomic capital and city of festivals, Montréal is also a terrific destination for those in search of ethnic diversity at meal time. Chinatown awaits with Tonkin soup, Peking duck or sesame dumplings served with a cold Alsatian wine. Walking up the Main (Boulevard Saint-Laurent) is a stroll through a myriad of cultures: Italian, Portuguese, Jewish or *pure laine* Québécois. One absolutely must try an Angus beef steak at Moïse's, perfectly aged and grilled over charcoal, and head up to Saint-Viateur or Fairmount Streets for the world-famous bagels.

Nor should one miss out on a visit to the abundance of Jean-Talon Market in order to choose from the sweet-smelling herbs of Monsieur Jacques and Nino's veggies, or to enjoy an espresso at the counter of the Capitol butcher shop. Nothing says "a simple and very happy life" like what you experience in a visit to Montréal. "This city offers the best of everything," says the great New York restaurateur Daniel Boulud, "with discoveries on every street corner." Which brings to mind Mr. Tri's tiny sushi place...

Over time, Montréal has forged its gastronomic identity by embracing the influences of the entire world. From the time of Jacques Cartier, Montréalers have extended this invitation: "We are Montréal, and we are ready for you. The table is set ... come and take your seat!"

Philippe Mollé suggests ...



Europea

Proof that having two floors in a restaurant is no impediment to greatness. A world class kitchen with impressive decor and a multitude of tiny details add up to happy diners. The fine pastries at the end of your meal clinch the deal: you will want to come back.

La Porte

La Porte ("The Door") is finally open after a long dry spell for this upscale restaurant which has patiently withstood years of reconstruction on Boulevard Saint-Laurent. The food is refined, delicate and, above all, delicious. Wine prices are a touch high.

Restaurant La Montée

Formerly La Montée de lait and located on the Plateau, the new incarnation on Bishop presents itself with a spare, minimalist decor. Chef Martin Juneau does not hesitate to communicate what he likes on a colourfully-described menu. The fish is always perfect, the service impeccable, yet relaxed.

Graziella

A woman and her husband. Together, they've restored the tastes of Italy. Pierre selects the wine while lovely Graziella concocts her inventive and refined cuisine. This bistro-styled restaurant is the very place to order a plate of risotto or ravioli. Among the best in Québec. Private dining areas for groups.

Ferreira Café

The place to savour fish and, of course, the great Portuguese wines and ports. A festive atmosphere, food recognized as the best in Canada of new Portuguese cuisine, a voyage for the senses that makes you fall in love with the beautiful country from which it originates.

Renoir, Hôtel Sofitel

Without a doubt, the best hotel restaurant in Québec. Inventive cuisine, at times molecular, and always at the level expected of Deff Haupt. Attentive service and modern decor which borrows from trends both large and small.

Bistro Leméac

Frites, tartar, braised veal cheek... an authentic bistro where quality is uncompromised. Wine served by the glass or bottle, and a bar where the noon crowd gathers to chat. Pleasant, relaxed ambiance.

Restaurant Toqué!

Normand Laprise is unquestionably Québec's best known chef, both at home in Montréal and abroad. His cuisine is innovative yet pure, with privilege given to Québec products and artisans.

La Cantine

This popular little boutique resto is known for its interesting weekend brunch, from 9 am to 3 pm. Temptation lies in shaved ham croissants, aged cheddar and almost mashed potatoes.

Tri express

A Vietnamese goes Japanese. At his tiny location, Mr. Tri serves up sushi, maki and Japanese/Asian salads that keep you coming back for more. Not ordinary fare which enjoys a tremendous following. Better reserve ahead or order for take-out.





The Galeries du Palais: A Menu for Every Taste

There's no need to leave the Palais in search of good food, even if you're in a hurry. Epicures and gourmands, take note: you can find what you're looking for amongst the numerous eating establishments in our mall. Fourquet Fourchette has been getting particular attention for its Nouvelle-France and First Nations inspired cuisine, flavoured with a whiff of beer wort. The restaurant also, upon request, organizes tastings of *cuisine du terroir*, accompanied by local brews.



Still looking for a quick, quality bite? La Popessa, with twenty varieties of pasta and forty different sauces, presents an almost infinite number of choices, while Basha opens its doors to you for a multitude of sunny dishes. Need a quicker fix? You will find it in the plethora of small cafés and other fast-food outlets, sandwich shops, the sushi bar...



Les **Galleries** du Palais

Everybody Is Talking about the Palais!

The Palais des congrès is unquestionably one of Montréal's new landmarks, if you judge by the attention it receives from several publications. Two highly-regarded tourist guides are showing the Palais on their recent Montréal editions. Those would be *Lonely Planet* and *Guides Ulysse* who, respectively, have used the distinctive windows and pink trees on their cover pages. Look at many current articles in international publications

dealing with Montréal as a tourist destination, and you will also find the Palais included as an attraction.

Our multi-coloured façade even adorns an essay by Professor Sherry Simon of Concordia University, on translation as a tool to analyse intercultural relations in Québec's metropolis: *Translating Montreal, Episodes in the Life of a Divided City*.



Accessibility is Part of the Plan!

The Palais des congrès de Montréal has spared no effort to ensure all its installations are accessible to persons with disabilities. Over the past few years, parking, sales counters, toilets, signage, ramps and stairs have been modified to meet the "Adapted for Persons with Restricted Physical Ability" standard set by Kéroul, an organization which promotes accessible tourist and cultural destinations.

The Palais now appears in its online directory at www.keroul.qc.ca, which benefits the restaurants and other businesses on site. And the progress will continue, because the Palais has a plan of action in place regarding disabled persons. In the months to come, and in addition to periodic training programs for our personnel on this issue, the Palais will be improving its signage with pictograms and undertaking the commercialization of adapted services.

Big Events on Our Agenda

The National Women's Show	April 17 – 19, 2009	20,000 visitors
5th World Environmental Education Congress	May 11 – 13, 2009	2,500 participants
Journées dentaires internationales du Québec	May 23 – 26, 2009	9,000 participants
Anticipation, the 67th Worldcon	August 6 – 10, 2009	4,000 participants
20th World Diabetes Congress	October 18 – 22, 2009	12,000 participants





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colours, you'll find...

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WITH PASSION**



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de **Montréal**



Proud to offer ecoresponsible options
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- Irène Asselin
.....
Event coordinator
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