

MTL
àTABLE

RESTAURANT WEEK

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In collaboration with
LANGUEDOC
WINES



Press release
For immediate release

MTLàTABLE attracts a record 103,000 foodies in 2016

Montréal, December 8, 2016 – MTLàTable, the annual culinary event organized each fall by **Tourisme Montréal**, generated more than \$5.7 million in revenues across 150 participating restaurants in 12 Montréal neighbourhoods this year. The fifth edition attracted 103,000 food lovers, marking a 2% increase over 2015.

“Montréal is increasingly being recognized as a great place to eat. Fully 25% of tourist spending is in restaurants.¹ We’re pleased to contribute to the city’s economic vitality with MTLàTABLE, which has become a fall tradition,” said Yves Lalumière, President and CEO of Tourisme Montréal.

In addition, 97% of participating customers said they were satisfied with the menus offered for the event, while 89% of restaurant owners believe that MTLàTABLE allowed them to broaden their customer base.

The 22 newly participating restaurants saw a 39% increase, on average, in customer volumes compared to the same period last year. In all, 89% of the restaurants that participated in MTLàTABLE have confirmed their intent to repeat the experience again in 2017.²

“MTLàTABLE puts some spice back into November. Our customers are delighted to have the chance to expand their culinary horizons over this 11-day event,” said the team from the restaurant *Les coudes sur la table*.

“MTLàTABLE is a little like taking your taste buds on an international adventure. It puts smiles on faces as fall fades to winter,” added the team from the restaurant *Invitation V Bistro Vegan*.

The day after MTLàTABLE concluded, 15 participating restaurants, along with volunteers and leading chefs, took part in a major food drive. With support from Desjardins, MTLàTABLE joined forces with **La Tablée des Chefs**, an organization that feeds people in need and develops food education programs for youths. 3,000 meals were prepared and distributed to local community organizations

Tourisme Montréal created MTLàTABLE as an opportunity to popularize local cuisine and get people out enjoying great food together. Montréal’s restaurant week aims to showcase the originality and diversity of Montréal fare while enticing patrons into restaurants during the month of November by offering fixed-price set menus at \$21, \$31, or \$41. For locals and visitors alike,

it's a chance to explore the flavours of Montréal's dynamic food scene.

Presented in collaboration with Les Vins du Languedoc, MTLàTABLE is also made possible thanks to support from Desjardins, the SAQ, Fromages d'ici, Eska, Casino de Montréal, Air Canada, Cacao Barry, Transit APP, the Association des restaurateurs du Québec and BIXI.

About MTLàTABLE

An initiative of Tourisme Montréal, MTLàTABLE is an invitation to celebrate Montréal cuisine for 11 days. This culinary event showcases delicious food at a set price (\$15 for brunch; \$21/\$31/\$41 for dinner and \$21 for late-night meals) in 150 restaurants across the city. For more information about MTL à TABLE, go to www.mtlatable.com.

About Tourisme Montréal

Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position Montréal as a destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market. For more information, visit www.mtl.org.

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¹ Source: *Cities 2014* study by Statistics Canada

² According to a post-event survey conducted by Tourisme Montréal.

Video of the La Tablée des chefs social initiative:

<https://www.youtube.com/watch?v=EAKEqFTRc2Y&feature=youtu.be>

The 15 participating restaurants:

- Bistro Brasserie Les Sœurs Grises
- Bistro Le Ste-Cath
- Chez Lévêque
- Decca77 Restaurant
- Ikanos
- Laloux
- L'Atelier d'Argentine Downtown
- Nolana
- Quindici 15
- Restaurant Carte Blanche
- Restaurant Les 400 coups
- Saiko Bistrot Izakaya
- Taberna
- Tapas 24
- Wienstein & Gavino's

The beneficiary organizations:

- Old Brewery Mission
- La Maison du Pharillon
- Mission Bon Accueil
- Le Chaînon
- Welcome Hall Mission
- Centre Booth
- Centre de Ressources et d'Action communautaire de la Petite-Patrie (CRAC-PP)
- Aids Community Care
- Accueil Bonneau
- Maison Passages
- La Maison du Père

- Entraide Léo Théorêt
- Maison Tangente

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