



PRESS RELEASE
For immediate release

Philippe Mollé becomes spokesman for the Brome-Missisquoi Wine Route

Brome-Missisquoi, April 27, 2010 – The Wine Route has Philippe Mollé as its new spokesman. An avid fan of regional products and artisans, he will be able to perfectly represent the cradle of Quebec wine growing. “We are proud that Mr. Mollé has agreed to be our spokesman. Having worked with him on another issue, I know of his passion for the regional producers and his integrity as a fine dining journalist,” said Danièle Crevier, a tourism development consultant for the Brome-Missisquoi CLD and in charge of the Wine Route. In 2010, this expert will deal more specifically with promoting two events: Les Rosés en Fête (celebrating rosé wines) and the grape harvest.

A member of Quebec’s association of independent journalists, the Association des Journalistes indépendants du Québec, Philippe Mollé has worked as a fine dining journalist for 15 years with the following media outlets: gourmet columnist for the weekly program “Samedi et rien d’autre” at CBF FM 95.1, Première Chaîne of Radio-Canada (the French language equivalent of CBC Radio One) and guest columnist on “RDI matin en direct,” Radio-Canada’s television news network, with Louis Lemieux. He is also a restaurant critic for the Le Devoir newspaper and journalist for Saveurs (France) and Swiss (the in-flight magazine for Swiss Air).

Well travelled, he has crossed many continents and continues to host “Les Marchés de Philippe” on the Évasion channel. He is also the author of numerous works on gourmet dining and food.

Philippe Mollé is a graduate of the École hôtelière d’Évreux in France. Living in Quebec for more than 30 years, he has been involved in numerous research and development issues, including the CRIQ (industrial research), ITHQ (tourism and lodging institute) and the MAPAQ (Quebec’s ministry of agriculture, fisheries and food). He has also become a consultant for numerous businesses, most recently the Cirque du Soleil and the Federation of Quebec Maple Producers. As well, he is a member of the Académie Culinare de France, the Cordons bleus de France, the Chaîne des Rôtisseurs and many wine and gourmet dining associations. He is also a Knight in the Order of Agricultural merit in France.

Philippe is a wonderful asset for the Wine Route. I am certain that he will contribute greatly to the promotion of our Wine Route, which is still unknown by many,” concluded Danièle Crevier.

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Source: Cynthia Langevin
Communications advisor
Brome-Missisquoi CLD
Tel.: 450-266-4928 extension 243
E-Mail: clangevin@cldbmqc.ca