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YOUR WAY

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EATING YOUR WAY AROUND MTL

BY TIMOTHY CLAUDE

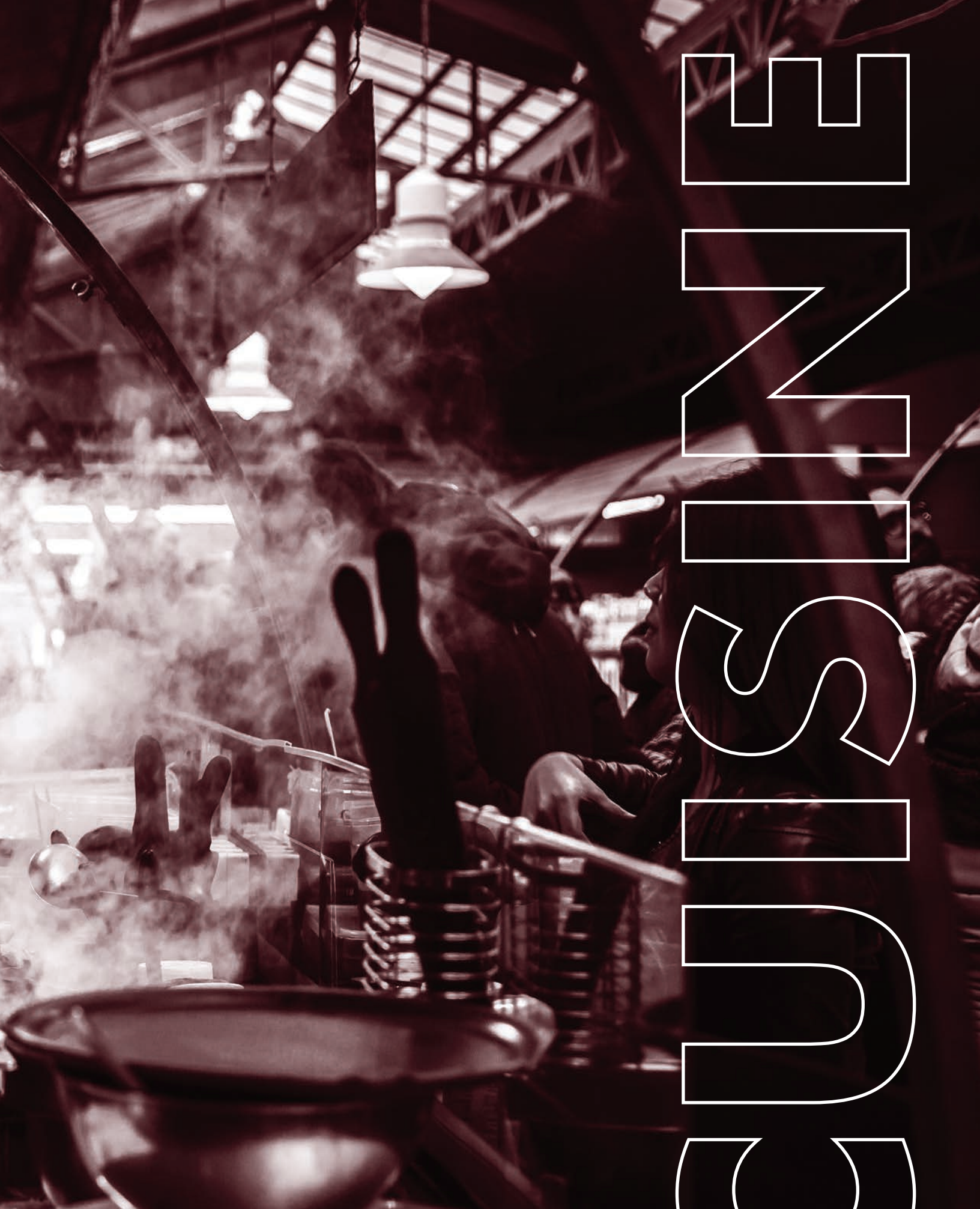
When it comes to food, Montreal has to be one of the best places you can go. Why you might ask? Firstly, Montreal is situated in a province known as Quebec, which is the largest French-speaking provinces throughout Canada. This connection to our roots has allowed us to heavily borrow from French cuisine (which is some of the best in the world) whilst creating the opportunity to explore new avenues and create our own iconic Montreal classics.

To think that this could potentially hinder our ability to accept other food cultures, would be a mistake. Although we are a bunch of French speakers, we are just as good as speaking English (maybe even a little better depending on who is asking). By having a bilingual community, it enables a wider range of people from all over to come here and make Montreal their home. When people move to a new region, they tend to bring along their culture with them. This means they have traditions, holidays, and most importantly their cuisine. Thus, resulting in a diverse community skilled in the art of French cooking with a pool of cuisine influences to pick from and explore. Not to mention the Quebec drinking and gambling age is 18 years old.

Now, with all of this information, where do we start?

Since this is STAD's first issue, it would be most fitting to start with all things Montreal. Everything that is iconic, and all the indiscernible classics. Where to find them, how to eat them, and how to order another. In further issues we can try to explore other cuisines and develop our understanding of the value hidden within Montreal.





WE Z I S I D E



MAPLE SYRUP

There is nothing more iconic than good, old-fashioned, Canadian maple syrup. It is the bud of all things Canadian, and it wouldn't be patriotic to exclude it from Montreal's finest. If you aren't native to Canada, then you may only use the liquid gold for your pancakes or waffles. Even worse you may use the fake stuff posing as the real thing.

In Canada it is used for the same things, but we also acknowledge its ability to stand alone without needing to be solely used as a garnish. Thus introducing "Maple Delights", the world's no. 1 producer of maple syrup. A business which opened its first boutique in Vancouver, and later Montreal. With ease Maple Delights was adopted by Montrealers, and thus made its rank among Montreal's best.

You can choose from a selection of maple: spreads, sugar candies, granulated sugar, popcorn, or one of their other 70 options that can be found on their website or in stores. However, if you can't pick, then you can never go wrong with 100% pure organic maple syrup, classic.

You can find Maple Delights either on 84, St-Paul Street East or 975, boul. Roméo-Vachon Nord, Saint-Laurent

POUTINE

Let's say you aren't that into sweets, and you much rather clog your arteries. Well don't look much further than poutine, a Montreal food staple. If you are unfamiliar with this godsend, then allow me to break it down for you. Begin with a strong base of French fries that have been cut in front of your bare eyes, and then fried in boiling hot oil. Watch as cheese curds (the moist pieces of curdled milk) are then sprinkled upon your plate of fries. It is an unspoken rule to layer fries and cheese until you can no longer see the plate, and then douse it all in gravy. If it's your first time ordering this dish in Quebec and you think you can order a large, then reconsider and ask for a small.

If you're in the area, then look no further than "Poutineville", with their casual dining atmosphere and offerings of 40 ingredients to customize your own poutine. Don't feel pressured in needing to go out of your way to go here because there are numerous places with just as delicious poutine. Just look for the nearest "Belle Province" and you will be set.

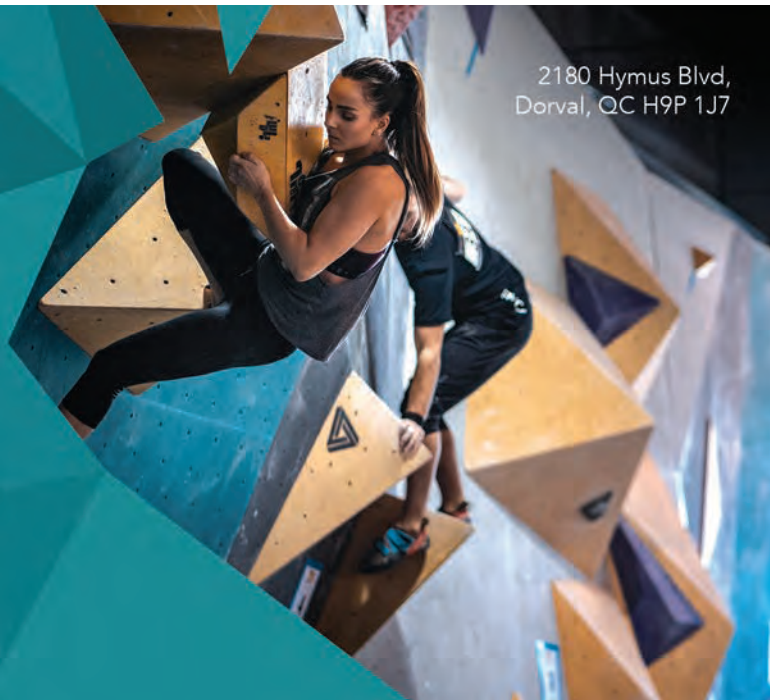
Poutineville has four locations in Montreal, and they are located at 1365 Ontario a, 5145 ave de Parc, 1348 Beaubien a, and finally 5405 ch Queen Mary.

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BAGELS

You might be wondering what is so special about our bagels, and why they are notable when you can get bagels anywhere in the world. It is the way they are boiled before cooked, which is in wood fire ovens. This gives our bagels a greater crunch, and compared to New York bagels, they tend to be thinner with wider holes. However, what has made our bagels so notable isn't just the taste, but the rivalry between Montreal bagels and New York bagels. This debate of "who is the best?" has grown our bagels to new levels of stardom and may never have an answer.

If you are willing to try for yourself and pick a side, then St-Viateur Bagel is the place to do so. St-Viateur Bagel is a family business who produce some of the finest hand rolled bagels of all of Montreal. They are currently the longest running bagel shop in Montreal with over 60 years of bagel making experience.

We ordered our bagels from one of their three shops at 263, rue St-Viateur West.

SMOKED MEAT

The previous items on this list are simply fan favorites and have become so mainstream that they are much bigger than Montreal. However, at the heart of the city you will find the smoked meat sandwich. It is a whole lot of meat and not much else but tradition. Schwartz's sells the world famous original smoked meat sandwich that we know and love.

With over 80 years in the game, you can't go wrong with picking up one of their sandwiches. Somehow, they manage to marinate their meat for 10 days whilst smoking it daily. It is an art which has been perfected, and a meal which brings people together. If you like what you taste, then you can purchase their ingredients on their website and try to make it yourself.

You can pick up your smoked meat sandwich at 3895 Blvd. Saint-Laurent.





SUSTAINABILITY THROUGHOUT MONTREAL

BY
TIMOTHY
CLAUDE

In recent years Montreal has begun to shine a light upon ourselves and bring to light problem areas that are causing a large impact to the environment. To counter our unsustainable habits, the Montreal and Quebec government have joined forces to roll out initiatives which will directly impact the environment in a positive way. They have set goals as far back as 2016 with a desired deadline of 2020. The three primary sustainability challenges which have been noted are: lowering carbon emissions, improving the community's access to services and facilities, and adopting more sustainable development practices. It is important for Montrealer's to adopt a more sustainable lifestyle because, us being the second-largest municipality of Canada, we have a duty to promote sustainability and set a standard for our neighbors. In a lot of places,

PATCH ☰



it can be very challenging to have such a proactive government that wants to pursue sustainability. We are lucky that our government considers sustainability as a priority and try to enforce better practices. However, the government isn't the only one trying to promote a more sustainable lifestyle. If we look to the streets, we can see that a lot of local businesses are also making efforts to promote more sustainable habits, whilst trying to educate the community. A perfect example of this is Dispatch, a Montreal-based coffee company that started out with sustainability in mind. In 2012, Dispatch began as nothing more than a Facebook

page selling cold brew concentrate that would be delivered on a bicycle. Humble beginnings with bigger ambitions and goals. Dispatch soon built up traction and was later able to start "sourcing, roasting, and distributing [their] own coffee". The coffee industry is rapidly growing, and if we don't start looking to implement more sustainable practices then there is an overall threat to coffee agriculture.

STAD Magazine was fortunate enough to get a brief, and informative interview with Chrissy Durcak (Founder and CEO of Dispatch Coffee)

1st *Since Dispatch's start, have you noticed a change in the community's (competitors, clientele, customers, etc.) focus towards a more sustainable and environmental lifestyle?*

C.D. "I definitely have - I would call the "community" the broader specialty coffee community outside of North America as the specialty trend we rest in as a coffee brand is a global phenomenon. Sustainability has been an increasing discourse within our industry and at our annual conference, but this discourse hasn't always made its way to customers. Generally, coffee has been unsustainable for centuries since its colonial inception - there is a major crisis in the coffee lands threatening over 25 million smallholder farmers, and that is not news. The way Dispatch established its supply chain addresses this reality and attempts to drive solutions and communicate that upstream to our customers to raise awareness, and Dispatch was definitely a first mover in Montreal that put sustainability and traceability as high a priority as the pursuit of quality as a Third Wave coffee brand. When I got into this industry 10-15 years ago, third wave coffee has mostly been characterized by Hipster Baristas and Latte art, superficial things - but I learned that it was actually about more profound things - improving supply chain equity, and transparency between all supply chain actors from farm to roast to brewing.

Thought this story should make its way to customers. And as for our customers, their curiosity has always been there - I think there just haven't been a lot of outlets or brands in coffee providing the information about where coffee comes from, which is a first step to asking more questions as a consumer. A large reason why I founded Dispatch was because I received so many questions as a barista from my customers about where coffee came from. "

2nd *Dispatch has a minimal, professional aesthetic (packaging, logos, website). How did you come to choose this style as opposed to say a more organic design style?*

C.D. "Our brand, since we started as a coffee truck has always been inspired by global freight and logistics companies (shipping containers, railway companies like Via and AMtrak, etc.) because conceptually, I envision Dispatch as being a delivery service and logistics company that connects consumers to the source of the product. Ultimately, we move coffee from East Africa and South and Central America to our cafes and people's coffee tables. That largely informs the aesthetics of the brand, and as for simplicity or minimalism, that is just the outcome of wanting to only communicate selective and poignant things on every brand touchpoint, whether it is a storefront, or coffee bag label, to me design is about context and what you CHOOSE to display to a viewer - minimalism is an outcome of the process of being thoughtful in what we are saying, and where. Finally, we rebranded in 2018 across all brand touchpoints because we were launching a new website."

3rd *There are three locations listed on the Dispatch website, is there the possibility of Dispatch branching out further into other provinces such as Toronto or Ottawa?*

C.D. "We certainly wish to expand long term to Ontario! For now, we are focused on our online subscription service. With businesses like Dispatch leading the way in the private sector, and by the government pushing towards a more sustainable community. We can now look to a cleaner and more sustainable future. We just hope that this push for more sustainable habits continue."

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