



The foodies' secret place

Montréal, spring 2013

Latina opened its doors in the 1960s and acquired its name from a village south of Rome. In 2000, Josée Chrétien and her husband Bernard Legendre became the owners of the fine food store which quickly developed and became essential to the creative and avant-garde neighborhood of the Mile End.

The current team believes that innovation in terms of quality service is as important as the diversity of fine products. Even though Latina's space may be limited, it succeeds in offering a variety of departments such as a butchery, fishmonger, cheese and deli counter. Also offered is a wide array of fruits and vegetables, a counter of freshly prepared dishes and an impressive quantity of local and imported products.

Latina is the first retailer to have joined the *Ocean Wise* program, the *Fourchette Bleue* and the known *Créatif de l'Érable* by the Federation of Quebec Maple Syrup Producers. This fine grocery store proves every day its capability to excel in every aspect of its mission.

Every department own their specific article headline, created in-house or in collaboration with regional artisans. The butchers are proud of their fantastic beef, dry aged in high-tech cabinets and have a great pleasure working with the aglae fed lamb of Gaspésie and Gaspor's piglets. The fishmonger presents organic salmon from Ireland that the store's kitchen smokes with maple. The deli collects regional specialties like *Cochons tout ronds*, and the cheese counter offers the finest cheeses from Quebec as well as enquiring imports, such as *Red Dragon* (UK) or *Barely Buzzed* (USA). The departement of fruits and vegetables is the ambassador of many organic growers while being the only official retailer of the famous greenhouses Rose Drummond of Drummondville.

Meanwhile, the grocery department continues to reveal other new, unexpected or exclusives products. Examples include cakes by Ken Ilaz or the aromatic ice cream of *Les Givrés* which include *Feu de camps* and *Tire d'érable*, available only to the original dairy bar and Latina's freezers. Included are the famous coffees of *Metropolis Coffee* from Chicago, the gingerbread *Anicet*, *Harney & Sons* teas, the maple syrup from *Noble* and the delights of *Société Originale*. The list is far from exhausted, not to mentioning the homemade frozen foods, the catering service, a large selection of microbrews and mixers such as *Fentimans* and *Q-Drinks*, a mixology selection and a careful selection of strong hot sauces and barbecue sauces.

Far from resting in its alleyways, the store works with many restaurants in Montreal and launched into creative projects such as pickles with beer and maple creations with *Simple Malt* and *Grosse Moustache* (a beer with coffee designed in collaboration with *Metropolis Coffee* and *Brasseurs Illimités*) to raise funds for the Cancer Institute of Montreal.

Latina is primarily a neighborhood grocery store where the atmosphere is friendly and familiar, where frequently throughout the year you are able to have fun and impress your friends with a quick gourmet meal of great quality. The terrace is not to be forgotten when summer arrives, it is an ideal place to take in some sun while enjoying a coffee or ice cream.

Contact : Micheline Vallée – 514 344-9528 – mimivallee@videotron.com