



Press Release
For immediate release

The ÉCONOMUSÉE Society Network welcomes a new member :

Chocolate making ÉCONOMUSÉE **ChocoMotive**

– located in the old Montebello station, Outaouais (Québec) –

Montebello (December 7, 2010) – The ÉCONOMUSÉE® **Society Network** and the Chairman of the Board of Directors, **Cyril Simard Ph. D.**, are particularly proud today to welcome the **chocolate making ÉCONOMUSÉE®** to the Network.

The word “chocolate” brings to mind sensations related to the pleasure of savouring it. This impression is an integral part of the experience offered by chocolate maker ChocoMotive, chocolate making ÉCONOMUSÉE.

Artisans Luc Gielen and Gaëtan Tessier, chocolatiers and also chefs and teachers, take great pleasure in creating a measure of dependence among their clientele based on the quality of their products. In addition to being certified organic and equitable, their products contain no soy lecithin, making them even more unctuous.

The location of artisanal chocolate maker, ChocoMotive, is in the old Montebello station built with red cedar logs of the same type used in the construction of the Chateau Montebello. The surroundings invite exploration and include a sampling area, the production shop and bilingual interpretation modules to maximize the visitor experience.

Upon entering the premises, the eyes are immediately drawn to a collection of beautifully designed cocoa pods hanging from the ceiling. Then the smell of chocolate inevitably draws the visitor to the shop where the artisans carefully craft pralines, moulds and chocolates from ingredients produced in Quebec. The immediacy of the situation encourages exchange between the artisan and visitors, providing a choice opportunity for visitors to meet *artisans at work* and question them about their trade and their expertise.

The learning and discovery experience continues in a pleasurable and friendly atmosphere. The tour includes an educational questionnaire on chocolate and health designed especially for the ÉCONOMUSÉE by Extenso, a reference centre on human nutrition, followed by a chocolate flavour sampling wheel developed by Jordan LeBel, professor at Concordia University, better known as Dr. Chocolate. The particularities of chocolate production and consumption are illustrated on a huge map.

Equitable chocolate, famous names in the chocolate industry here and elsewhere and the origins of chocolate are but some of the themes addressed at the ÉCONOMUSÉE. These “short stories” are accompanied by images and objects making the learning experience attractive and interesting. What is a cup plate? Did people drink chocolate in New France? Who was nicknamed the Henry Ford of chocolate? Did you know that chocolate is the second most important agri-food export in Quebec?

At the centre of this tour of the world of chocolate, visitors will find shelves filled with the most tantalizing products. A café bistro in the ÉCONOMUSÉE can even prolong the pleasure of discovery. There is no doubt that visitors will be hard pressed to leave the premises without succumbing to the temptation of bringing home a chocolate souvenir of their experience.

In an ÉCONOMUSÉE, the star is the *artisan at work*, the catchword of this network that groups together artisans passionate about their trade who offer their clientele contemporary and inspirational products produced locally.

At the chocolate making ÉCONOMUSÉE, impassioned artisans are waiting to provide you with a cultural, authentic and enriching experience from every standpoint.

The ChocoMotive station, a destination to include in your itinerary.

LIVING THE ÉCONOMUSÉE® EXPERIENCE IS

- Meeting an “*artisan at work*” in his or her shop
- Learning and growing culturally in a dynamic environment created by professionals
- Discovering the beautiful and the authentic, and purchasing products proudly made on the premises

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Source: ÉCONOMUSÉE® **Society Network**

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