



TASTET

WHO WE ARE

“If we’re
talking about
it, then it’s
good!”



OUR MISSION

To Discover & Gather



OUR VISION

Promote
the very
best local
spots!



- **1.7M+ unique visitors**
- **8M+ pages viewed**
- **35M+ social interactions**

2.8M+

Visits on the Website

36.5K

Facebook Followers

55.5K

Instagram Followers

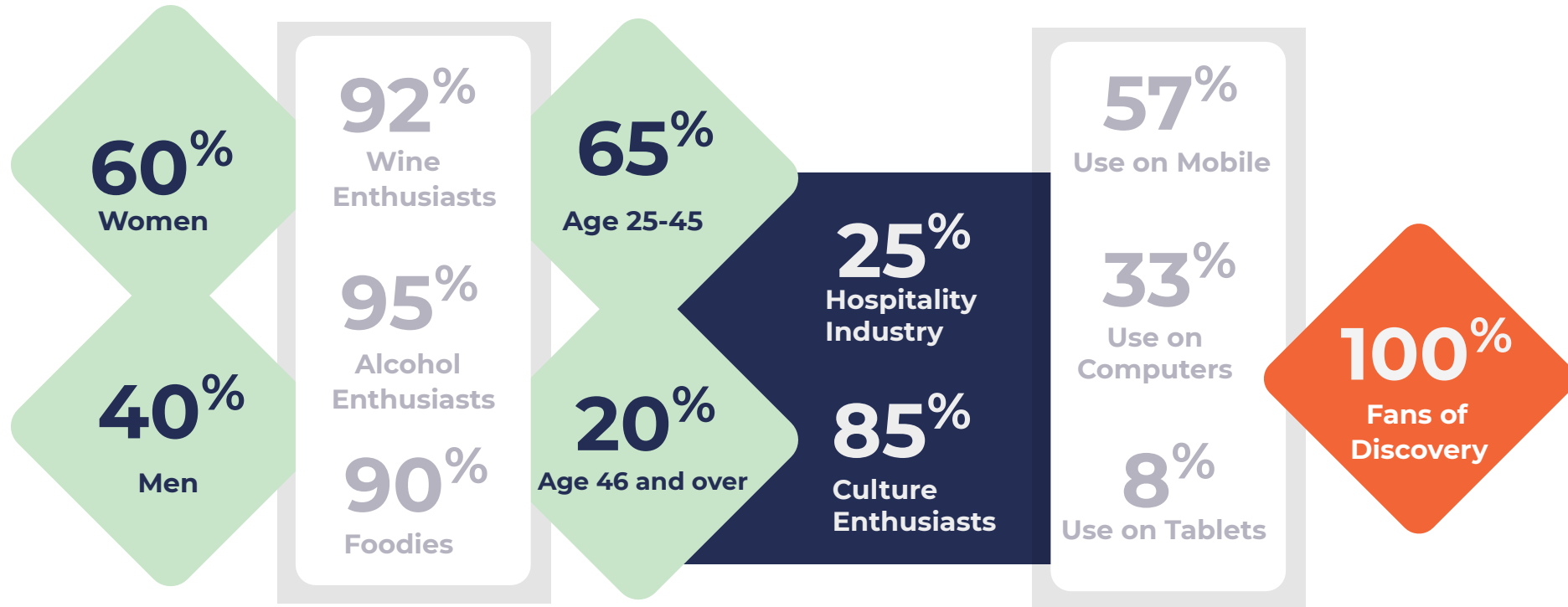
4K

Newsletters Recipients

**NO RESTAURANT, BAR,
OR COFFEE SHOP PAYS,
OR WILL EVER PAY TO
APPEAR ON TASTET.**

New content every day. New finds every day.

DEMOGRAPHIC DATA



READERS' ORIGINS

LANGUAGES

68
FRENCH
%

28
ENGLISH
%

2.2%
FRANCE

92%
CANADA

3.3%
USA

0.16%
Belgium,
Switzerland, Mexico,
UK, Peru

CANADA

94%
QUÉBEC

5%
ONTARIO

NATIONALITIES

WHY CHOOSE TASTET?

1.

We are transparent,
committed, and
optimistic.

2.

Our audience and
partners trust us.

3.

Our audience is highly
committed to Tastet.

4.

Tastet only creates
high quality content.

What we Offer

Media

Content
(articles,
photoshoots,
banners, etc.)

Social Media

Facebook, Instagram,
newsletter
(reach and
visibility)

Events

WHY CHOOSE TASTET?

Tastet collaborates with the best in local gastronomy.

Bouillon Bilk
Joe Beef
Montréal Plaza
Mon Lapin
Le Bremner
Elena
Pumpui
Le Filet
Le Toqué!
Pied de Cochon
Maison Boulud
Bar George
Foxy
L'Express
Bar Henrietta
Vinvinvin
Mano Cornuto

L'Affaire est Ketchup
Bistro Côté Est
Les Faux Bergers
Le Champlain
Crew Collective
Chez Boulay
Boulangerie Merci la Vie
Le Mouso/Le Petit Mouso
Pastel
Café Olimpico
Impasto
Candide
Buvette chez Simon
Buvette Scott
Cloackroom Bar
Atwater Cocktail Club
And Much More...

- **Montréal Inc.**
- **PME Montréal**
- **Bourse d'honneur**
- **MEI 2019**
- **Futurpreneur**
- **Femmessor**
- **Next AI cohorte 2020**
- **Programme d'accélération du commerce international (PAC) 2020**

OUR PARTNERS



C2 Montréal
Ivanhoe Cambridge
Tourisme Montreal
Labatt
SAQ
Festival Mural
Canada 100's Best restaurants
Nespresso
Cidre Lacroix
Sopexa
Tabasco
San Pellegrino
Perrier
Air Canada En Route
Air France
Cirque du Soleil
DoorDash
ITHQ
La QV

Over
100 Clients
Satisfied

MEDIA	
• Interactive Map	• Video Production
• Website sections or categories within the sections	• Banners - IAB Norms
• Articles ◦ Types: classic, chef's recipe, portrait, company profile, contest ◦ Editorial Partnerships	• Virtual Book of Chefs' Recipes
• Professional Photoshoot	
SOCIAL MEDIA	
• Facebook Posts	• Instagram Posts
• Newsletters	• Instagram Stories

Media



MEDIA OFFERS: INTERACTIVE MAP

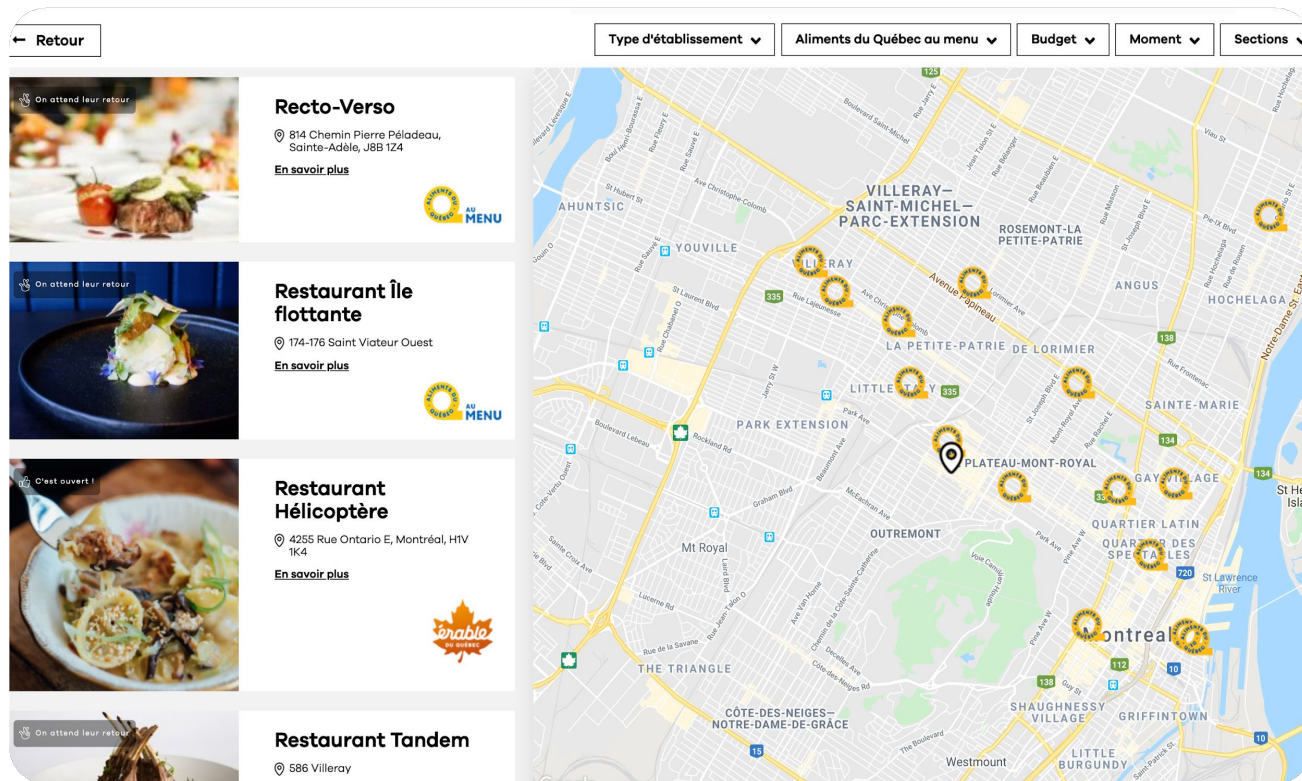
Logos on the
map

Clickable
thumbnail logos

Scroll down
menu section

+ 1 Facebook Post
+ 1 Instagram Story

Approx.
500,000
Annual
Impressions



MEDIA OFFERS: SECTIONS/CATEGORIES

TASTET

QUOI DE NEUF? ▾

RECETTES

BOISSON ▾

ADRESSES ▾

ÉRABLE

CARTE

BOUTIQUE



Section :
Aliments du Québec au menu

Classement - Les plus récents ▾

Recherche



Cette section présente nos délicieuses adresses qui sont membres du programme **Aliments du Québec au menu**. Cela veut dire qu'elles ont fait le choix de mettre en valeur les merveilleux produits du Québec et les producteurs de chez nous dans leur menu — chose que nous trouvons admirable! Aliments du Québec au menu est un programme de reconnaissance s'adressant aux restaurants qui valorisent les produits du Québec dans leur cuisine. Pour en savoir plus, cliquez ici!



Savourez le Québec,
même au resto!



Les meilleurs



Les meilleures crèmes glacées à l'érable : nos suggestions d'adresses

Mis à jour le 17 juin 2020



Les meilleurs paniers à pique-nique en ville pour profiter de l'été !

Mis à jour le 10 juin 2020

Approx.
500,000
Annual
Impressions

TASTET

Where to eat in Gaspésie: Our picks for a gourmet vacation on the peninsula

Updated 8 September 2020 | Published on 20 August 2020



Approx.
30,000
Impressions
per Article

Types

Chef's Recipe

Contest

Classic

Portrait

List

Company
Profile

+ 1 Facebook Post
+ 1 Instagram Story
+ 1 Newsletter Post

Average
135,000
Impressions
per Article*

*Data specific to that
partnership



**Tastet
X
Suite de
La Presse**



TASTET X SUITE

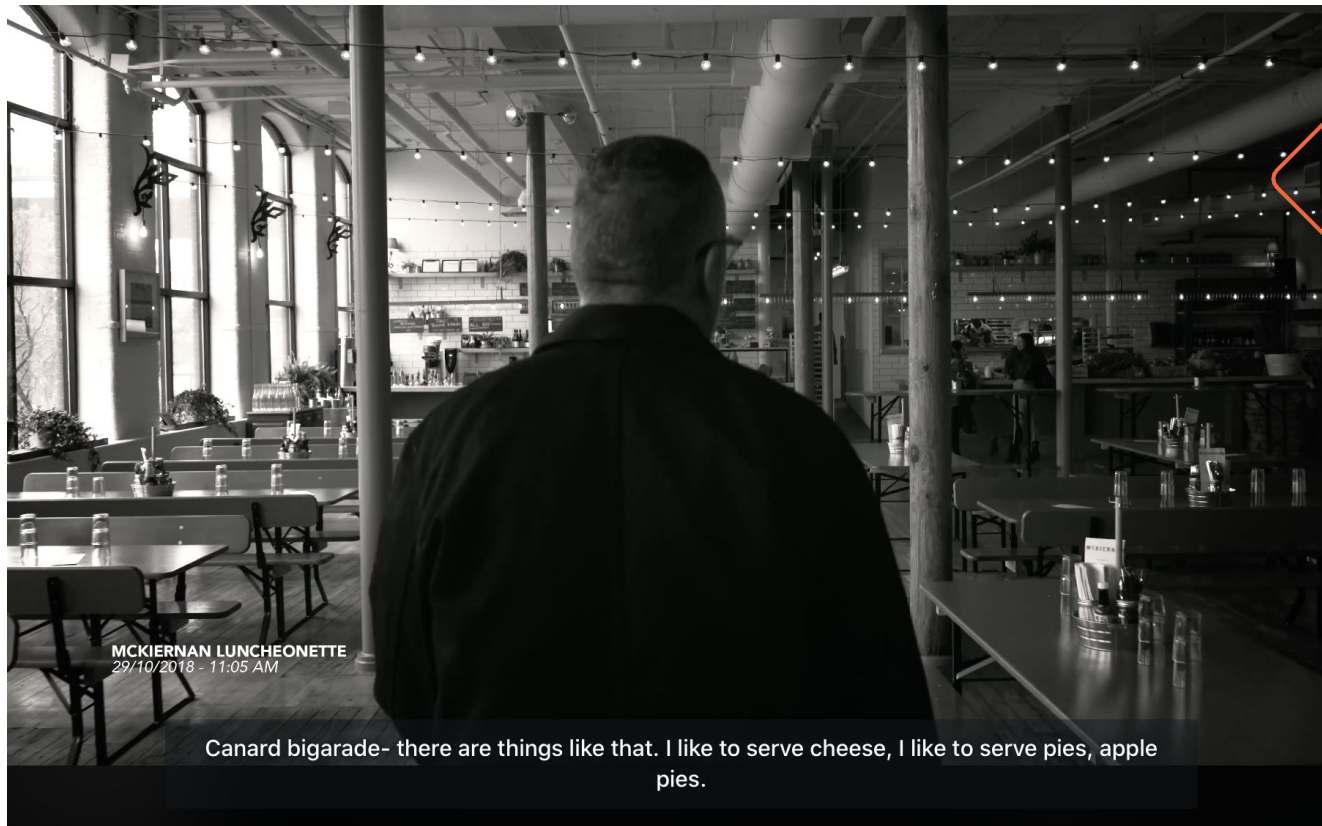
**PORTRAIT DE CHEFFE : RAEGAN
STEINBERG, DU ARTHURS NOSH
BAR**

MEDIA OFFERS : PROFESSIONAL PHOTOSHOOT



**Exclusive
Photos for
Our Clients**

MEDIA OFFERS: VIDEO PRODUCTION





Average of 75,000
Daily Impressions

Banner Sizes

300 x 250

970 x 250

300 x 600

728 x 90

320 x 50
On mobile

Full website banner available

Social Media



SOCIAL MEDIA OFFERS: FACEBOOK



Posts

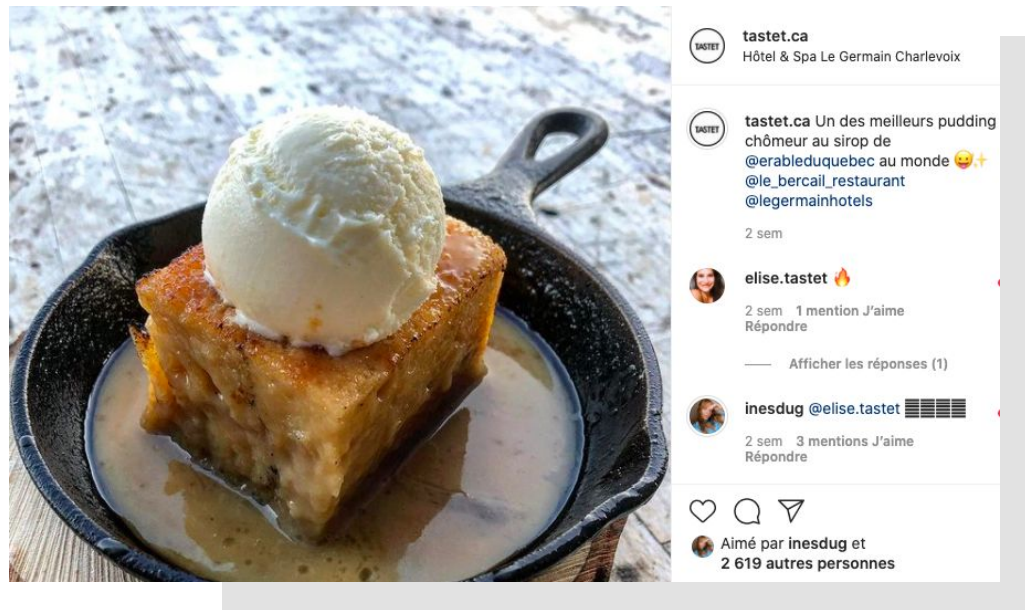
Average of
5,000
Impressions

Links/photos/videos
can be shared

Company tagged
in the description

Cross-post
possibility

Average reach of
5K/post



Posts

Average
15,000
Impressions

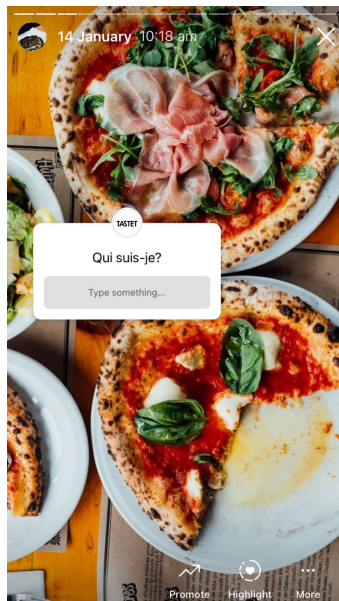
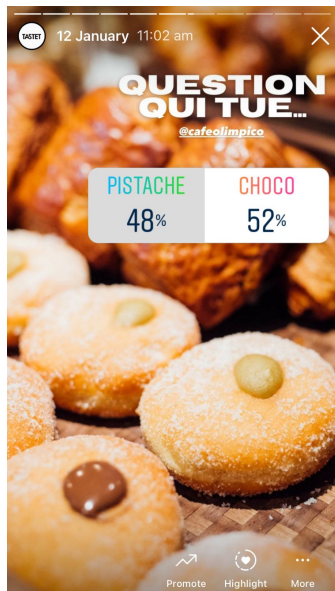
Company tagged
on the photo

Company tagged
in the legend

Cross-post
possibility

Average reach of
15K/post

SOCIAL MEDIA OFFERS: INSTAGRAM



Stories

Average
3,000
Impressions

Company tagged
on the photo

Company tagged
in the legend

Cross-post
possibilities

Average reach of
2k/post

Les Ateliers SAQ par ITHQ en ligne : superbe activité à offrir et à s'offrir - Concours



Voir plus bas les détails du concours vous donnant la chance de gagner deux participations aux Ateliers SAQ par ITHQ et deux cartes-cadeaux SAQ de 50 \$ chacune ! À [...]

LIRE L'ARTICLE

Newsletters

4,000
Subscribers

Article included

Possibility of
banners

Logo on the
article's photo

Average reach of
2K/newsletter*

*Average open rate of 49%

Let's Talk!

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