

# UNLEASH THE FLAVOURS WITH MAILLE

ELEVATE YOUR BBQ GAME THIS SUMMER THANKS TO RECIPES FROM SOME OF THE COUNTRY'S TOP CHEFS AND FOODIES.



**Montreal, July 09, 2024** — Get ready to elevate your BBQ game this summer: Just in time for grilling season, some of Canada's top chefs and food experts from coast to coast have joined forces to bring you 25 innovative recipes that will turn you into a fire master!

From premium game meat burgers to succulent French inspired grilled pork chops and Canadian fish, these culinary maestros are pushing the boundaries of the BBQ to bring Canadians restaurant-like dishes and culinary inspiration beyond the usual hot dog. Expect to indulge in a plethora of mouthwatering dishes that incorporate Maille Dijon mustards in their new squeeze bottle, a must for the patio, picnic or the cottage. With Maille as their secret weapon, they're stopping at nothing to unleash a symphony of flavours that will tantalize your taste buds.

## FIRE UP THE FLAVOUR & SPARK YOUR CULINARY CREATIVITY

With 8 in 10 (78%) Canadians owning a Barbecue, it is no surprise that grilling is part of our summer rituals. A survey by Dalhousie University's Agri-Food Analytics Lab, revealed that forty-two per cent (42%) of respondents admit barbecuing multiple times a week in the summer months with a growing percentage doing it for breakfast and dinner too. And while it is typically associated with casual fare, Maille is changing things with a summer-long partnership with more than 15 flavour gurus to bring grilling aficionados elevated culinary inspirations from a variety of cuisines including:



**FRENCH FARE** Though French cuisine is not often executed on the barbie, both our national culinary athlete to the Bocuse d'Or, Chef Keith Pears, and CHEFS ACADEMY Dean Chef Romain Avril, have remastered dishes of duck and lamb punctuated with either traditional French Sauce charcutière or a miso mustard concoction to give a new twist on old classics.

**WORLD FLAVOURS** As one of the most multiethnic countries in the world, a curated lineup of chefs promises to deliver a culinary journey that celebrates diversity and showcases flavours from around the globe: CHEF DEV as well as Chef Dominic Lamirande (knowns as Dom Cooks on social) will bring bold flavours to your grill and will make your tastebuds travel without the need to leave your back yard.

**A MULTITUDE OF PROTEINS** From Alberta beef to chicken and wild fish, prepared in various ways to make you discover new flavours on the grill: Chef Ron McKinley (Canoe Restaurant), Chef Charlotte Langley, Chef Randy Feltis (from Katherine Wants) and Chef Josh Morin (Major Tom) have been recruited to take you on a Canadian journey from coast to coast to celebrate summer and the best from our local producers.

**VEGETARIAN AND VEGAN** options are also featured front and center thanks to creative plant-based recipes bursting with flavours. Say goodbye to high-calorie dishes and hello to Dijon and herb infused recipes that will make you feel like summer.



Discover over 25 mouthwatering recipes on [www.unleashtheflavours.ca](http://www.unleashtheflavours.ca) and don't miss your chance to win exciting prizes including a new BBQ from Weber and Maille's pantry essentials.



## SAY SQUEEZE

Following a world shortage of mustard last year, the iconic purveyor of premium condiments, is stepping up to the plate to relaunch its two core mustards - Maille's Traditional Dijon and Honey mustard - in convenient, shatter-proof squeeze bottles made of recycled materials. Seasonal essentials that pack a flavourful punch, the new format enables foodies to no longer sacrifice the taste they love for convenience whether they're hosting patio side, enjoying a picnic or retreating to the cottage.



## CASUAL DINING MADE ELEGANT

And, if you're looking to swap mustard for other suspects on the condiment carousel, Maille is officially launching nationwide its Dijon Mayonnaise. Your ticket to flavour perfection on and off the BBQ, the newest addition to the Maille family is crafted with Maille's iconic Dijon mustard, eggs from free-range hens and the brand's quality craftsmanship to deliver a touch of sophistication to every dish. Its balanced taste and creamy texture make it the perfect accompaniment to seafood platters, potato salad or a juicy steak.

**UNLEASH THE FLAVOURS**

[UNLEASHTHEFLAVOURS.CA](http://UNLEASHTHEFLAVOURS.CA)



RECIPE

# GRILLED HONEY DIJON CAJUN SHRIMP

SERVES: 4

PREP TIME: 15 MINS

COOK TIME: 5 MINS

RECIPE BY:

JOANNE RAPOS

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## INGREDIENTS

### SHRIMP MARINADE

- 1 lb. (454 g) raw shrimp, peeled and deveined
- 1/4 cup (60 ml) olive oil
- 2 cloves garlic, minced
- 1 tsp (5 ml) lime zest
- 1 tbs (15 g) Cajun seasoning
- 3 tbs (45 ml) Maille Honey Dijon Mustard
- 1/4 tsp (1,25 g) salt
- 1/4 tsp (1,25 g) black pepper
- 2 tbs (8 g) fresh parsley, chopped for garnish
- Lime wedges for serving

### DIPPING SAUCE

- 1/2 cup (120 ml) Maille Dijon Mayonnaise
- 2 tbs (30 ml) Maille Honey Dijon Mustard
- 1 tsp (5 ml) Maille Apple Cider Vinaiger
- 1/8 tsp (0,625 g) garlic powder
- 1/8 tsp (0,625 g) paprika
- 1 tsp (5 ml) hot sauce
- Salt and pepper to taste

## DIRECTIONS

### SHRIMP MARINADE & DIPPING SAUCE

- 1 For the shrimp marinade: Whisk together the olive oil, honey dijon mustard, garlic, Cajun seasoning, lime zest, and salt and pepper in a small bowl.
- 2 Place the shrimp in a large zip-lock bag or bowl and pour the marinade over them. Toss well to coat. Seal the bag and refrigerate at least 15 to 20 minutes, or for 1 hour before cooking.
- 3 When ready to cook, drain the marinade and discard it.
- 4 Thread shrimp onto skewers (if using wooden skewers, soak skewers for at least 30 minutes in water).
- 5 Grease grill and heat to medium high heat. Grill shrimp for 2-4 minutes on each side or until shrimp has become pink and firm being careful not to overcook.
- 6 Transfer to a serving platter.
- 7 Squeeze on a bit of fresh lime juice to finish and garnish with fresh chopped parsley.
- 8 For the sauce: Combine all the ingredients in a bowl and stir until smooth. Use immediately or refrigerate until ready to use. Spoon over shrimp or serve on the side for dipping.

## ABOUT LA MAISON MAILLE



With over 270 years of expertise, La Maison Maille sets the standard for Dijon mustard and is an ambassador of French culinary refinement around the world. Established by Antoine-Claude Maille in 1747, the house of Maille was the official supplier to the Kings of France and many European Royal Courts. Today, Maille is the leading premium producer of mustard, vinegar and French cornichons in France. It is the attention to detail that sets La Maison Maille apart – the carefully selected ingredients, the nuances of the recipes, the expertise in the methods used and the elegant black and gold packaging. The Maille product range includes Dijon Original, à L'Ancienne Old Style, Au Miel Honey Dijon, as well as flavourful vinegars and Maille Cornichons. Maille is available online as well as select gourmet grocery stores and supermarkets across Canada. For more information on Maille, please visit [www.maille.ca](http://www.maille.ca).

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For more information, press images, or samples, please contact The PR Department at 416 535-3939; [medias@prdepartment.ca](mailto:medias@prdepartment.ca).