

MARCH 2022

VOL. 1 NO 5.

INFO **Lesters**® 90 years

SPRING IS HERE; IT'S TIME TO CELEBRATE LESTERS IS CHANGING ITS LOOK

Lesters is shedding its skin and adopting a brand-new design for its packaging. We still feature the same products, the same quality, and the same great taste; but with a completely revisited look. Since Lesters has always been a part of the family, it's perfectly natural that they should dress up to the nines for your pleasure!



**DISCOVER LESTERS
PRODUCTS**

[HTTPS://LESTERS.CA/EN/PRODUCTS/](https://lesters.ca/en/products/)

ST-PATTY'S, EASTER AND THE FAMILY-BRUNCH SEASON ARE BACK



St-Patty's and Easter are synonymous with having the whole family over for brunch!

Just between us, it's no secret that brunch is by far everybody's favorite meal! Sweet and savory, tasty and delicious; there's something for every taste and every craving. And if, like the true Quebecers that we are, we take the opportunity to also drizzle a bit of maple syrup on everything... we're in heaven.

In fact, the brunch season is making its reappearance at the same time as the sugaring-off season! Coincidence? Certainly not!

Celebrate the end of winter by preparing the best brunches ever and treat your guests to a few little surprises.

For a nod to sugaring season, braise hot dogs cut in 4 in maple syrup, they are sure to delight the young and the young at heart, and will disappear in no time!



NEED IDEAS? AS IT HAPPENS, WE'VE GOT A TON!

How about sweet and savory mini sandwiches?

Lightly grill some brioche bread, add a few slices of Black Forest beef, a leaf of lettuce, a few slices of cucumber, and a slice of Swiss cheese. Your guests will be licking their fingers, guaranteed!

And what do you think about pimping the ever-popular roast beef sandwich and raising it to superstar status?

Generously spread a layer of green pesto on slices of panini bread, add a touch of honey, a few slices of roast beef, a bit of provolone cheese, and grill the whole thing for a few minutes. Pure delight!

CLICK HERE FOR MORE
MOUTHWATERING RECIPES

[HTTPS://LESTERS.CA/EN/RECIPES/](https://lesters.ca/en/recipes/)

DID YOU KNOW?

There are various theories about the origins of brunch but the best documented one is that it started in 19th century England as a multi-course, pre-hunting meal which consisted mainly of a variety of meats and fruit.

Since the hunters would be out all day with no break and did not have the means to carry a lot of food with them, they combined two meals in one to provide the sustenance they needed.

In fact, the term “brunch”, which is obviously a hybrid of the words, “breakfast” and “lunch”, first appeared in print in a publication called Hunter’s Weekly in 1895. Luckily for us today, the brunch part of the tradition lives on, but we’ve dropped the hunt. 😊

So? Are you ready to organize a “Best Brunch” competition with all your friends? You’re sure to get a score of ten on ten with these recipe ideas! As you already know, with Lesters, you always get a taste of the best!