

Press Release

*For immediate distribution*

## **9<sup>th</sup> Montréal Wine and Spirits Show**

### **An invitation to discover 2000 vintage wines and fine liqueurs from across the globe!**

Montréal, December 2009 – Every two years, the advent of spring heralds the return of the Montréal Wine and Spirits Show. In 2010, the region's leading event for aficionados of fine wines and liqueurs is scheduled to take place from March 25<sup>th</sup> to 28<sup>th</sup> at Palais des Congrès de Montréal.

The Show, the largest of its kind in Canada, will feature an impressive product lineup of some 2000 wines and spirits from the four corners of the earth, including 1200 private imports on exclusive offer during the four-day event. Over 230 vintners, distillers and brewers will be on hand to welcome visitors.

The Montréal Wine and Spirits Show, which drew a crowd of 20 000 in 2008, is being presented by Association québécoise des agences de vins, bières et spiritueux (AQAVBS) and principal partner Société des Alcools du Québec (SAQ).



#### **Largest selection of wines and spirits under one roof**

The 2000 wines and spirits on offer at the Show will include 1200 private imports, and be available for sale and taste-tasting. Visitors will thus enjoy the opportunity to decide which products they like best and to align their purchases accordingly. The event will also showcase an extensive selection of tasting and storage accessories, as well as an assortment of gourmet fare.

#### **Wines, spirits and a passion for sharing**

Some 230 producers will be in attendance for the 2010 edition of the Montréal Wine and Spirits Show. All will be eager for visitors to sample their treasured elixirs and to share in their passion for the world of wines and spirits! The event will indeed provide visitors with a unique occasion to meet with industry specialists, a privilege normally reserved exclusively for industry professionals at major international exhibitions of the like. In addition, a hundred or so free conferences given by experts will allow visitors to enhance their knowledge of wines and spirits, and to make some interesting discoveries.

#### **Élyse Lambert: Renowned spokesperson**

Élyse Lambert, voted Best Sommelier of the Americas at a contest held in Buenos Aires in the spring of 2009, will be the official Show spokesperson for a second consecutive edition. An exceptional sommelier, Ms Lambert practises her art at Le Local restaurant in Old Montréal. It is with immense pleasure that she has accepted to share her enthusiasm and knowledge with the general public as she prepares for the Best Sommelier of the World contest scheduled to be held in April 2010.



### **Show specifics**

Admission, restricted to individuals 18 years of age and over, has been set at \$15, and includes a tasting glass and official Show guide. A passport entitling holders to unlimited access to the Show during the entire 4-day event is also available for \$40. The cost of taste-testing varies in accordance with the products on offer. For further information and details, log on to the Show's website as [www.salondesvins.com](http://www.salondesvins.com) or call 514 722-4510.

### **Session reserved for licensees**

Hoteliers, restaurateurs and holders of 4-day passports will be able to meet and exchange with exhibitors and producers in a professional environment during the session reserved especially for them on Thursday, March 25<sup>th</sup> from 12:00 to 16:00

### **AQAVBS**

Founded in 1969, **Association québécoise des agences de vins, bières et spiritueux** (AQAVBS) groups together a total of 81 members, including 63 agents representing suppliers from producing nations around the world. AQAVBS represents over 95% of all products on offer through SAQ.