

Press Release

For immediate publication

**Montréal Wine and Spirits Show :
MANY THANKS to the 20 000 visitors !**

Montréal, March 30th, 2010 – The 9th **Montréal Wine and Spirits Show**, which took place from March 25th to 28th at Palais des Congrès de Montréal, proved a resounding success once again this year. The 20 000 attendees seized the occasion to make many interesting discoveries and to familiarize themselves with the generous world of wines and spirits.

"This year's success speaks volumes about ever growing Québécois interest in wines and spirits," underscored Daniel Richard, President of Association québécoise des agences de vins, bières et spiritueux (AQAVBS), promoter of this event of international magnitude. "Of particular note during the 2010 edition of the event was the presence of younger adults which bodes well for the future!"

The 9th edition of the Show grouped together 65 exhibitors, including fifty some wine and spirits agencies. Visitors appreciated the one-of-a-kind opportunity to meet with 280 vintners, distillers and brewers from thirty countries and to indulge their passion. They also delighted in sampling and stocking up on personal favourites from among a total of 2500 products, including 1200 on exclusive offer at the Show. "We are extremely proud to be able to present to Québec consumers a selection of private imports indicative of industry trends worldwide," Mr Richard went on to add. "Indeed, one of the roles of agency representatives is to travel the world in search of the most promising wines, spirits and beers and to bring them to market in Québec."

The next edition of the Montréal Wine and Spirits Show is scheduled for the spring of 2012 at Palais des Congrès de Montréal. **MARK YOUR CALENDARS TODAY!**

The Montréal Wine and Spirits Show is presented by Association québécoise des agences de vins, bières et spiritueux and principal partner Société des alcools du Québec (SAQ).

AQAVBS

Founded in 1969, **Association québécoise des agences de vins, bières et spiritueux** groups together a total of 81 members, including 63 agents representing over 95% of all products on offer through SAQ. AQAVBS member agencies generate over 1000 direct jobs, not counting the many communications sector suppliers who actively promote products available through the SAQ's province-wide network of outlets. Agents act on behalf of producers and are invested with the role of developing the Québec market.