

Press Release

*For immediate distribution*

## 4-day passport to Montréal Wine and Spirits Show makes ideal gift for Valentine's Day

Montréal, January 2010 – Only a few weeks remaining before the launch of the [9<sup>th</sup> Montréal Wine and Spirits Show](#), scheduled to take place from March 25<sup>th</sup> to 28<sup>th</sup> at Palais des Congrès de Montréal.

As wine aficionados patiently await opening day, why not surprise the wine enthusiast in your life with a 4-day pass for Valentine's Day? Certain to please, the pass provides each holder with unlimited access to the Show on all four days, including during the period reserved for industry professionals (Thursday, March 25<sup>th</sup> from 12:00 to 16:00). Individuals with a special appreciation for wine will delight in being able to take full advantage of this biennial international event.

The 4-day passport genuinely enhances the opportunities to make interesting discoveries! In essence, it provides VIP access and privileged contact with the 230 producers in attendance, not to mention the occasion to stock one's wine cellar with a selection of prized bottles from among the 2000 products (including 1200 exclusives!) on offer under one roof. In addition, pass holders undoubtedly benefit more fully from the 100 conferences being presented during the event.

The 4-day passport is currently selling for \$40, a full \$20 off the regular price. To purchase one, log on to [www.salondesvins.com](#) and click on **4-day Passport** (on right) or call us at 514 722-4510.

### General information

Dates	March 25-28, 2010
Place	Palais des Congrès de Montréal
Admission restriction	18 years and over
Admission price	\$15, taxes included (includes 1 tasting glass and official Show guide)
Passport package	\$40, taxes included (unlimited access to Show during all 4 days)
Cost of tasting	Depends on individual products
Website	<a href="#">www.salondesvins.com</a>
Information	514 722-4510

The Montréal Wine and Spirits Show is a presentation of Association québécoise des agences de vins, bières et spiritueux (AQAVBS) and principal partner, Société des Alcools du Québec (SAQ).