

Salon

des Vins et spiritueux de Montréal

Du 25 au 28 mars 2010
Palais des congrès de Montréal

www.salondesvins.com

Press Release

For immediate publication

Montréal Wine and Spirits Show 2010

**230 producers from 5 continents,
2200 products, including 1200 private imports**

Montréal, February 2010 – The 9th edition of the [Montréal Wine and Spirits Show](#), ever popular with connoisseurs and novices alike, will take place from **March 25th to 28th 2010** at **Palais des Congrès de Montréal**.

Presented every two years by Association québécoise des agences de vins, bières et spiritueux (AQAVBS) and principal partner Société des Alcools du Québec (SAQ), this consumer-oriented Show, the largest of its kind in Canada, drew some 20 000 visitors two years ago in 2008.

Fascinating voyage into the world of wines and spirits

The 2010 edition of the Show will enable visitors to sample products from the leading wine-producing regions of the world. Spread out over 10 000 m², a delegation of [230 producers](#) from 5 continents will be presenting the largest ever selection of wines and spirits under one roof: 2200 products in total, 1200 on exclusive offer at the Show.



Visitors will delight in the unique occasion to meet with industry specialists—a privilege normally reserved for industry professionals at major international exhibitions of the like, to discover and sample an inviting selection of exclusive private imports, and to stock up on their favourites. They will also appreciate the extensive lineup of essential tasting and storage accessories, not to mention the appetizing assortment of gourmet fare.

In addition, the Montréal Wine and Spirits Show will enable visitors to enhance their knowledge of the world of wine and spirits through some [100 conferences and free tastings](#).

Best Sommelier of the Americas 2009 to share her passion

[Élyse Lambert](#), Best Sommelier of the Americas 2009 and Canadian entrant in the Best Sommelier of the World Contest scheduled to be held in Chile in April 2010, gladly accepted to serve as official spokesperson of the 9th Montréal Wine and Spirits Show. *“For me, the advent of the Show stirs the same sense of enthusiasm from one edition to the next! It indeed provides us with an incredible opportunity to discover the many splendours of the world of wine, to sample exclusive private imports and to meet with growers and producers.”*

4-day passport for ultimate visitor enjoyment!

To enjoy this biennial event of worldly proportions to the fullest, wine aficionados will want to purchase a 4-Day Passport which provides each holder with unlimited access to the Show, even during the period reserved for industry professionals on Thursday, March 25th from 12:00 to 16:00. Passports may be purchased online at www.salondesvins.com or through any of the 72 participating SAQ outlets in the Greater Montréal area (See list of participating outlets on Show website).



General information

Dates	March 25 th to 28 th 2010
Location	Palais des Congrès de Montréal
Admission	Restricted to individuals 18 years of age and over
Cost of admission	\$15 taxes included (includes 1 tasting glass and official Show Guide)
4-Day Passport	\$40 taxes included (unlimited 4-day access to Show)
Cost of taste-tasting	Varies by product
Website	www.salondesvins.com
Information	514 722-4510

Reserved session

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

L'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.