



terroir
etcetera
PRODUITS DU QUÉBEC

Press Release
For immediate release

NEW, FRESH AND FROM QUEBEC!
TERROIR PRODUCTS, Etcetera.

Saint-Hyacinthe, May 14th 2008 – At the end of the Summer 2008, Saint-Hyacinthe will be the host to the grand opening of the much anticipated promotion center of Quebec's products, Terroir Etcetera. Where the essential goal is to promote the richness, diversity, and quality of what is consummately Quebec. On the first floor, visitors will discover a gourmet grocery store that will be offering the celebrated winery products of Château Fontaine Vineyard, as well as a coffee bistro with menu service. The second floor offers a state of the art multimedia room used for educative conferences, special receptions or corporate events. Terroir Etcetera is located in the agribusiness capital of St-Hyacinthe, Quebec, which is right next to the TransCanada Highway.

The overall purpose of Terroir Etcetera is to distribute and promote the variety of Quebec province's locally made products on a Local, National and International level, by providing innovative services such as: gastronomic (food and wine), cultural and artistic. Terroir Etcetera will play a key educative role by explaining to visitors and clients alike, the origin of Quebec's distinguished food products and explanations on the way it's cultivated and harvested. Terroir Etcetera will rapidly become an important attraction point in the area, as more than 1.2 million tourists return each year to visit Quebec's biggest agribusiness region and Canada's second in importance.

Terroir Etcetera is in line with the new campaign of Quebec's Ministry of Agriculture, Fisheries and Food, *Quebec in your Plate*; ambitiously encouraging Quebec consumers to research, discover, and purchase more foods that are made and prepared in Quebec. By answering to the markets new tendencies, Terroir Etcetera will help to locate these types of products in Quebec, as well as offer an alternative distribution network for artisan and regionally made products.

We invite you to visit our website at www.terroiretc.ca

– 30 –

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