



terroir
etcetera
PRODUITS DU QUÉBEC

Press Release
For immediate release

THE BEST OF THE QUEBEC REGIONS OFFERED TO YOU!
OPENING OF TERROIR ETCETERA

Saint-Hyacinthe, August 28th 2008 – Terroir Etcetera, is the newly created promotion center established for the products of local companies within Quebec. It's located in Saint-Hyacinthe and is incredibly proud to open its doors to the general public on Monday September 1st, 2008. This innovative vision will allow all visitors to discover the vast diversity, as well as the specificity of the products located within the province. The Terroir Etcetera concept includes a delicatessen where you can only find products made in Quebec, a coffee-bar where the chef Étienne Desmarais, offers a regional menu that you can eat onsite or take away with you, a drive-in service and an electronic room for colloquiums, conferences and/or corporative and special events. There is also a beautiful art gallery that is also open for public viewing upstairs where they can discover the work of talented artists from Quebec. Finally, you can find the wine-production amenities of the celebrated wines produced by the Vignoble Château Fontaine, sold only at the wine storehouse.

The main mission of Terroir Etcetera is to distribute and establish in high regard as many products from Quebec as possible locally, nationally and internationally. Terroir Etcetera also has an educative purpose whereby providing clients the opportunity to discover the agri-food products, artisans and craft production techniques specific to the various regions of Quebec. Also, it is located in the agri-food capital of Saint-Hyacinthe, which is Exit 133 North of the Jean-Lesage Highway. Terroir Etcetera will offer the highly celebrated and world class products of Quebec that will meet the new trends of the market and offer an alternative distribution network for the craft and regional products.

The opening of Terroir Etcetera is in the scope of the recent campaign of the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation, "Mettez le Québec dans votre assiette", whose goal is to encourage the people from Quebec to look for, to ask for and to buy more food made and prepared in their province. Moreover, Terroir Etcetera is a green initiative project, as it uses geothermal energy for its heating and air-conditioning. Terroir Etcetera wants to reduce its energy consumption, as well as its ecological footprint.

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