

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**NEW RESTAURANTS AND BOUTIQUES AT MONTRÉAL–  
TRUDEAU SHOWCASING LOCAL FLAVOURS AND PRODUCTS**

**Montréal, April 3, 2014**—Aéroports de Montréal (ADM) is pleased to announce the official opening of new commercial zones at Montréal–Trudeau airport: ten or so new restaurants and boutiques, located in the public and international areas, will significantly expand the commercial services available to passengers.

“Boutiques and restaurants have become an integral part of the airport experience and the pleasures of travel, and airports are now striving to set themselves apart by offering distinctive brands,” said James Cherry, CEO of ADM. “At Montréal–Trudeau, we made the decision to offer our passengers a unique and local experience that truly embodies Montréal and Québec, rather than something generic.”

For this commercial project, ADM opted for locally known store and restaurant banners such as **Café Vasco da Gama, Archibald, Tristan, Cirque du Soleil, Découvrir Montréal** and **Les Délices de l’Érable**.

There are also nationally and internationally branded restaurants and stores to meet the varied tastes and needs of local Montréal customers, including **Vino Volo, Jugo Juice, Sushi Shop, The Source** and **Relay**.

The desire to reflect the unique local character in the commercial offering at Montréal–Trudeau can also be seen in the new duty-free store located in the international area. Redeveloped in partnership with **Aer Rianta International, The Loop** duty-free store has been completely redesigned in a contemporary style by Montréal firms and now features an impressive sculpture of a moose by a Québec artist.

Since a fluid, user-friendly airport experience is a priority for ADM, new digital screens have also been installed in various locations throughout the terminal, where passengers can check flight schedules, wait times at security checkpoints, walking time to the gates, maps of the terminal, information on commercial services and other useful information.

With these inviting new spaces and helpful media tools, passengers will enjoy an even more satisfying experience the next time they are at the airport.

### **About Aéroports de Montréal**

ADM is the local airport authority responsible for the management, operation and development of Montréal–Trudeau and Montréal–Mirabel international airports under a lease signed with Transport Canada in 1992. The Corporation employs 625 people at both airports and at head office. ADM has been ISO 14001 certified since 2000 and BOMA BESt certified since 2008.

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Source: Christiane Beaulieu  
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Part of the new commercial area at Montréal-Trudeau Airport



The airport duty-free shop completely redesigned in a contemporary style



## DUTY-FREE

DISCOVER THE **JOY OF GIVING**

The airport's duty-free shop has been completely redesigned in a contemporary style with a local twist, featuring an impressive original sculpture by a Quebec artist. Carried out in partnership with *Aer Rianta international* and reinvented by *Humà Design*, a Quebec design firm, the shop now gives passengers more space where they can shop, pick up treats and indulge in the finer things when they travel. The duty-free shop *The Loop* has all kinds of products at the best possible prices.

## THE LOOP

Come discover the latest products: beauty section, luxury goods and eyewear from Dior, DKNY, Oakley and much more. You'll also find designer fragrances and cosmetics (including Lise Watier, Dior, Chanel and Laura Mercier), as well as leading brands of fine liqueurs and spirits.

If you like to comparison shop and you're always in a rush, why not pre-order your items online and then pick them up before your flight? It's your fast track to saving time and money!

THE NEW SHOPPING  
**AREA**   
AT MONTRÉAL-TRUDEAU

WHERE **LOCAL FLAVOUR**  
AND **QUALITY RULE!**



## ARCHIBALD

**IRRESTIBLE BEERS**  
AND **DELICIOUS, HEARTY MEALS**  
IN A **WARM, RUSTIC-CHIC SETTING**

Archibald first opened in Lac-Beauport in 2005. The opening of a third restaurant, and in an airport setting no less, is a milestone for this thriving microbrewery.

Archibald's menu features a delicious panini platter, a succulent bison burger, whisky BBQ chicken wings and hearty breakfasts. There's also a hunter's platter that will satisfy even the most voracious appetite.

Archibald offers a dozen outstanding brews, including La Matante, La Joufflue, La Brise du lac, La Ciboire, La Choute, La Tite'Kriss and La Weiss.

It's the perfect spot to relax with friends and family who are seeing you off.



## VASCO DA GAMA

ALL THE FRESHNESS OF  
**PORTUGUESE-INSPIRED** CUISINE

The latest offering from Carlos Ferreira, proprietor of the hugely popular Ferreira Café on Peel Street in Montréal, Café Vasco da Gama at the airport is Ferreira Group's fourth restaurant.

Synonymous with refinement and freshness, Café Vasco da Gama embodies abundance and is inspired by traditional Portuguese store counters in a setting that evokes the charm of Montréal's sidewalk cafés. In every meal created by the chef, the ingredients always come first.

This unique restaurant offers a variety of mouth-watering choices, from a beef and foie gras burger and shredded lamb with marinated cabbage, to the shrimp, avocado and mango wrap and the famous Portuguese custard dessert, *natas*.

Choose from a selection of exquisite offerings, especially the sandwiches from around the world.



## CIRQUE DU SOLEIL

THE **MAGIC** OF THE CIRCUS,  
TO GIVE AS A **GIFT** OR TAKE HOME  
AS A **SOUVENIR**

Founded in Québec in 1984, Cirque du Soleil is now recognized the world over for its daring, creativity and imagination. It has helped position Montréal as one of the world's circus capitals. Cirque du Soleil has now turned its creative focus to a store that offers truly unique gift and souvenir ideas!

The Cirque du Soleil store is a powerful link between artists and passengers from around the world transiting through Montréal.

The next time you're at Montréal-Trudeau, take advantage of this exceptional opportunity to explore the first-ever Cirque du Soleil store that is not associated with one of its show venues, big tops or permanent facilities.





# TRISTAN

**CASUAL ELEGANCE, PERFECTLY BALANCED**

Tristan was founded close to 40 years ago and, over time, has become one of the leading fashion labels in Québec.

Both manufacturer and retailer, Tristan offers its customers collections that epitomize style and class for men and women seeking a bold and sophisticated yet affordable look.

The Tristan label is known for the quality of its workmanship, fine fabrics and impeccable lines. It strikes a perfect balance between casual and elegant, with a refreshingly modern outlook.

Come discover the latest collections at this renowned boutique.




THE NEW SHOPPING


# AREA

AT MONTRÉAL-TRUDEAU

WHERE **LOCAL FLAVOUR**  
AND **QUALITY RULE!**



# THE SOURCE



**“THAT’S WHAT I WANT”**

The Source is an established electronics chain with more than 700 outlets across Canada. It offers a vast selection of products designed to make life easier at home, on the job or on the road.

Whether you’re looking for a gift, something to make your flight more fun, or you’ve lost or forgotten an accessory or gadget you need for your travels, the qualified sales staff at The Source is always ready to help you find the item you need.



# RELAY

**SNACKS AND READING MATERIALS**

The Relay chain operates some 1,100 newsstands in train stations, airports and subway stations on four continents.

Whether you’re looking to fill your stomach or your mind, you’ll find everything you need here: newspapers, magazines, tobacco products and snacks. There is also a large selection of paperback books and souvenirs.

Got a craving? Grab a snack, some juice or a few nibbles and you’re all set.



# DÉCOUVRIR MONTRÉAL

**LAND OF DISCOVERY**

Featuring a vast array of local products, Découvrir Montréal gives you the opportunity to explore the entire country in microcosm, with fashions, handcrafted products and First Nations art, in addition to delicious maple products.

You’ll find collections from Hudson’s Bay and Red Canoe as well as jewelry by Montréal artist Anne-Marie Chagnon.

At Découvrir Montréal, you can choose from a wide assortment of souvenirs to help you remember your trip to Montréal or take home a gift that is sure to please.



# JUGO JUICE

## ENERGY TO GO!

Jugo Juice was founded in Calgary in 1998 with the aim of giving customers an alternative to the usual fast food options. The focus of the concept is on healthy choices, and the Jugo Juice menu is a perfect fit with your active lifestyle.

With its vast selection of smoothies, fresh juices, protein drinks, wraps and paninis, Jugo Juice has everything you need for a boost of energy before your flight!



THE NEW SHOPPING  
**AREA**   
AT MONTRÉAL-TRUDEAU

WHERE **LOCAL FLAVOUR**  
AND **QUALITY RULE!**



# SUSHI SHOP

## INSPIRINGLY HEALTHY FOOD

Sushi Shop is a pioneer in healthy restaurant food. This successful and well-known brand, which is part of the MTY Food Group, has set up shop at Montréal-Trudeau with a takeout sushi counter.

This unique eatery offers sushi lovers a full range of quality products, specializing in sushi, sashimi and other Japanese delicacies.

Made fresh daily with loving care in our store, our products combine taste with health and simplicity, stimulating your senses and your mind. Fresh, quick and healthy food makes Sushi Shop the perfect place for a pick-me-up the next time you're at the airport.



# LES DÉLICIES DE L'ÉRABLE

## A TEMPLE TO THE GLORY OF MAPLE!

At Les Délices de l'Érable, local producers have formed a co-op that offers pure delight in a wide variety of fair-trade products made with maple syrup and maple sugar.

Flavoured maple syrups, maple products, delicious pastries, maple salad dressing, local products, candies and other delights await you. You'll even find a maple taffy bar for the serious sweet tooth.

Treat yourself to a coffee with a little something sweet. Pick up a unique, beautifully packaged gift that's appreciated around the world for its exclusive character.



# VINO VOLO

## A WELCOMING SPOT TO DISCOVER, SHARE AND ENJOY GREAT WINE WITH A FEW TAPAS

This wine bar concept, which originated in San Francisco, is sure to please oenophiles or anyone who wants to savour a glass of wine before taking off!

Vino Volo is the result of a community that has put together a unique and varied selection of wines from around the globe. Get a head start on your travels by exploring and discovering new flavours.

This friendly place also offers a wide selection of hot and cold tapas and divine breakfasts.