



PRESS RELEASE

For immediate distribution

IN MONTRÉAL, EUROPEA IS THE PERFECT DEFINITION OF FINE FOOD

Montréal, January 12, 2011 – In all of the great cities of the world, there are original places which become de rigeur for connoisseurs. In Montréal, where gourmet pleasures have long been highly celebrated, EUROPEA establishments stand out, both for their dazzling and flavourful techno-emotional cuisine and for the friendliness and professionalism of their staff.

The Europea group has four establishments with complementary styles: *Europea*, which is now a member of the prestigious Relais & Châteaux international collection of gourmet restaurants; *Beaver Hall*, a modern style bistro in the business district; *Andiamo Restaurant*, featuring Mediterranean cuisine, and *Birks Café*, an opulent boutique restaurant on the mezzanine of the most prestigious jewellery store in Canada.

Jérôme Ferrer, the artist who embodies and shares this masterpiece

EUROPEA is the expression of an original and deeply captivating vision of the pleasures of the table. Born in Southwest France, like his two partners and lifelong friends, Jérôme Ferrer is a Master Chef of France. He grew up in a rural setting where the produce of the earth and the sea combined daily to nourish and inspire. This is the source of his abiding passion for the authentic, for freshness and colour, and his great pleasure in pleasing and surprising people; dish after dish, meal after meal, season after season.

The Made in Québec package for 2. Offer runs from January 27 to March 7, 2011.

Visit Montréal and make a side trip to Vieux Québec:

- Lunch at Beaver Hall, wine included; www.beaverhall.ca
- "Afternoon Tea" at Birks Café; www.birkscafe.ca
- Dinner at Europea, wine included; www.europea.ca
- Spend a night in the *Hôtel de Glace* in Québec City, etc.
www.hoteldeglace-canada.com

\$395.00 CAD per person - Some conditions apply.

- 30 -

Contact: Jennifer Plante Chambers
Groupe Europea
514-730-2732
groupe@europea.ca
www.europea.ca