



Eagerly awaited Avril health food supermarket opens in Quartier Dix30 on 10/10/2010

With its bright, modern decor, avant-garde approach to organic eating, exclusive beauty products, expert advisers ... and its exciting new Avril Café, the latest Avril branch is a model of Quebec's health food expertise.

Avril's latest branch is ready to welcome its faithful fans! The 3rd Avril health food supermarket, located in the Quartier Dix30 shopping centre, will open its doors on October 10 in a new space that reflects its image: trendy, bright, fun ... and focused on the pleasures of eating well and taking care of yourself.

20,000 square feet of healthy discoveries and quality products

Since its founding in 1995, the Quebec chain of Avril supermarkets has combined natural health with enjoyment. Why should natural products remain in the shadows, with a rather bland—if not to say boring—image, when there are delicious and delightful products, and genuine little pleasures that can help you feel better, physically and mentally?

Combining health with pleasure and well-being has been the philosophy behind Avril since its inception and the key to its success.

Freshness + hope + renewal = Avril

From fine products to the latest nutraceuticals, Avril is at the cutting edge of health and well-being. Every detail of the new Quartier Dix30 store confirms this.

Avril has a large department with fresh organic produce, gourmet foods, staples for natural, vegetarian cooking, as well as seasonings and condiments. There is also a book corner and a wide selection of medicinal plants and dietary supplements.

The largest natural beauty department in Quebec

At Avril, we believe in keeping things simple to ensure the skin's beauty and balance. Avril at Dix30 is also an opportunity to discover and choose from the best natural beauty products: internationally renowned brands like Dr. Hauschka, Logona, Lavera, Couleur Caramel, famous

for their refillable containers, organic products from Phyt's, Novexpert, Melvita and Neobio, Phyto hair care, and Quebec organic skin care products from Zorah and Chanv.

Experienced experts

Avril is also a team of qualified, trained professionals, available to offer advice. Our naturopaths, health food specialists and cosmetologists have a thorough knowledge of our products and are ardent defenders of our philosophy that pleasure, well-being and health are a winning combination.

Avril Café: a Quebec first

Dining pleasure and health finally go hand in hand at the Avril Café, the first of its kind, in the new Quarter Dix30 supermarket. In the kitchen are none other than Patrice Demers, ace pastry chef, and his partner, Marc-André Jetté, who have contributed to the success of the Newtown restaurant in downtown Montreal. Fast food never tasted so good!

The new Avril supermarket is located at 8600 Leduc Boulevard in the Quartier Dix30 shopping centre in Brossard.

About Avril

Founded by Sylvie Senay and Rolland Tanguay in Granby in 1995, the Avril supermarket chain offers an innovative approach to health and wellness. Avril is known for its eclectic selection of natural foods, its wide choice of the most up-to-date products, and its eco-friendly, contemporary design. In addition to the new store in the Quartier Dix30, there are Avril supermarkets in Granby and Longueuil. For more information about Avril, see www.avril.ca.

– 30 –

For information, photos or interviews:



Camille Finnegan

514-524-1471

camille@natapr.com