

AVRIL INVESTS \$5 MILLION IN ITS 3RD HEALTHFOOD STORE AT DIX30 IN BROSSARD

Start of construction: April 6

Projected opening: October 10

Size: 19,500 square feet

Jobs created: 40

Brossard, April 6, 2010 – AVRIL is a 100% locally owned company, a symbol of renewal, an avant-garde concept and a shopping experience unique in Quebec. Customers enter AVRIL to re-energize and leave inspired, informed and satisfied. AVRIL has become a way of life.

AVRIL offers natural organic products, certified organic fruits and vegetables, gourmet items, supplements and vitamins, all under one roof. As well as providing personal naturopathy consultations and beauty treatments, AVRIL staff are always available on the floor to advise shoppers about herbal remedies, homeopathy, aromatherapy and natural cosmetics.

As in both existing AVRIL supermarkets, the new store will have a health food bistro accommodating 60 people.

The people behind the project are **Sylvie Senay** and **Rolland Tanguay**, owners of the other two AVRIL supermarkets—the original store that opened in Granby 15 years ago and the second in Longueuil three years ago. "People are becoming increasingly aware of the importance of eating well and of their health in general," explains Senay. We offer a **100% natural, healthy alternative** to traditional supermarkets," adds Tanguay.

Design

The architectural firm Aedifica was brought in again for most of the new project. Two other architectural firms have also been involved, including one to design the cosmetics department, creating a new image for this growing sector. The resulting **COSMÉTO BIO** will serve as a model for the cosmetics department in future AVRIL stores. The bistro will have a modern, Italian-style look, and AVRIL guarantees that it will serve the best coffee for miles around.

Ecology

The building will be as green as possible. A radiant floor and heat recovery from the store's refrigeration units are part of an effort to avoid the use of a dedicated heating system. The radiant floor will also provide maximum comfort for shoppers, while the heat recovery will allow the store air to be reused for air conditioning. Particular attention also is being given to the choice of energy-saving appliances and LED lighting.

For interviews with the owners, additional information or photos, please contact NATA PR.

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Pour plus d'information ou entrevues :



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