

# LOCAL PRODUCTS AT AVRIL :

## Little delights from our own back yard

**Is it possible to encourage consumption of local products while satisfying the customer's taste for the exotic? Avril has the answer.**

How do you modernize our local classics and give them a hybrid touch that says 21st century? That's the challenge that **AVRIL** supermarkets solve every day with fascinating new products: always healthy, organic of course, and most importantly, delicious and original. With a constant concern for leaving a smaller footprint, **AVRIL** believes in buying locally and regionally, to support our producers and preserve the environment. Whether or not you are a confirmed «locavore», there are dozens of ways to pamper yourself and those you love, with a clear conscience. For summer, **AVRIL** has two **NEW** products that will be the talk of the town.

**To make a purchase or view the flyer online, go to [www.avril.ca](http://www.avril.ca)**

**avril** SUPERMARCHÉ  
SANTÉ



### ABOUT AVRIL

Founded in Granby in 1994 by Sylvie Senay and Rolland Tanguay, the **AVRIL** supermarket chain is notable for its innovative approach to health and wellness, its contemporary layout and its wide selection of products at the leading edge of nutrition, wellness and natural health. Currently, there are **AVRIL** supermarkets in Granby and Longueuil. A third branch will open in 2010 in the Quartier Dix30 in Brossard.

**For more about AVRIL visit [www.avril.ca](http://www.avril.ca)**

## KUKKII

### Fortune cookies that nourish the mind

A kimono with an arrow sash : that's what Kukkie Biscuits de sagesse™, now on the shelves at Avril supermarkets, bring to mind. Just imagine : crunchy Chinese fortune cookies, made in Quebec with quotes from famous authors and no awkward translations ! Kukkie Biscuits de sagesse™, sweetened with organic maple syrup and maple sugar, are the creation of Jean-Pierre Gaumont, Quebec pastry grand master, who for years had his own bakery in Montreal.

The cookies come in two flavours : orange-spice and lemon-lavender. And they're packaged in cleverly designed boxes, reminiscent of Chinese take-out containers. An exotic touch for teatime. . .  
or a new twist with a bottle of wine.

**Prix : \$5.99**

**Format : Box of 10**



## FLOWERING GREETING CARDS

### A testament to growing love

To accompany these delightful cookies offered as a gift, or just to please a small child or a loved one, April also sells flowering cards, the **CARTE QUI FLEURIT**. «The world needs magic» said Michel Rivard, and you can provide a little with these greeting cards that you actually plant in the ground. Totally biodegradable, they disintegrate quickly in the soil and the seeds embedded in them germinate to produce beautiful flowers. Why offer cut flowers when you can watch these grow?

**Price: \$4.95 + tax**



For information, photos or an interview :

**NATA**  
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