

Press Release
For immediate release

LAB: THE HOTTEST PLACE IN TOWN ! MIX AND MATCH YOUR DRINKS FOR WARMER EVENINGS

(Montreal, January 14, 2010) - It's winter and we all have to live with the snow and freezing temperatures. Luckily, things are heating up a bit thanks to the incredibly popular drinks served at the **LAB Comptoir à cocktails** bar by owner and mixologist Fabien Maillard. A trained chef, he decided to apply his culinary talents to the art of bartending, and has been creating fabulous concoctions relying on the season's fresh products and exotic importations season after season.

"I decided to investigate new paths, mostly unexplored, in the world of bartending by creating cocktails (hot or cold) relying on seasonal produce. For the winter season, just like we love to eat hearty and spicy foods, clients can now choose from a long list of warm, comforting and aromatic cocktails that are featured on the **LAB's** new winter menu," says Fabien Maillard, swirling his shaker over his head.

And they are winners! Sipping one of Fabien's warm, inventive drinks will make you forget (if only for a few hours...) the freezing cold, the dark streets, and all the other pleasures of winter. Try the *Fish House Grog*, a Pirate-style concoction made with 8-year Bacardi Rum, Chemineaud brandy, freshly squeezed lemon juice, elderberry cordial and ginger extract from Gibraltar.

Another star winter **LAB** cocktail is the *Grape Tube Baby*, a warm and cosy concoction featuring Syrah-Malbec red wine, ground cherry Ratafia with a few drops of cardamom extract from Guatemala, grated cinnamon, caramel syrup and a drop of Fee Brother bitters.

More suggestions? Try a *Grand Solage* made with minced apples, Calvados Boulard, apple liqueur and caramel syrup or a *Sweet Rosat*, a flowery drink made with Torrontes white wine, Drambuie, freshly squeezed orange juice, rose cordial and geranium rosat oil from Madagascar. You may prefer a *Tennessee Falls*, made with Jack Daniel's N7 Whisky, Syrah-Malbec red wine, flavoured with gingerbread spice cordial, grated nutmeg, Fee Brothers Rhubarb bitters, cassia cinnamon from Indonesia and clove-studded lemons.



If the **LAB** menu is longer and more detailed than most bars and restaurants on a local or international level, it is due to Fabien Maillard's dedicated enthusiasm. He is committed to perfecting the art of bartending and innovating his craft by creating original and spectacular drinks that can only be found in his own lab !

Cocktails yes, Mocktails too!

At the **LAB**, if you do not want to drink alcoholic concoctions, you won't be stuck with a glass of Perrier... Fabien Maillard offers a complete collection of "mocktails" with exotic names and inviting flavours such as the *Beethoven* made with blood orange juice, sweet basil, lemon juice, gingerbread spice syrup and tonic water, and the *Grand Bleu* that combines orange juice, litchi puree, lemon scented sparkling water and blue Curacao syrup. You may prefer a *Body Guard*, an enticing strawberry puree mixed with pink grapefruit juice, fresh basil and violet syrup, or a *Pineapple Sunshine* combining pineapple juice, passion fruit juice, freshly squeezed orange and lemon juices, sugar cane syrup and carbonated water.

Along with this impressive list, you'll also find all the classic cocktails that have been revisited by the master Labtenders, as well as classic shooters and locally brewed beers from Quebec.

A first anniversary!

The **LAB** has discreetly taken root in a family-oriented and very hip sector of Montreal . One year after opening its doors, the **LAB** has popularized a new trend in Montreal that has already become a big hit in Europe and in the United States: the art of drinking cocktails. Thanks to Fabien Maillard we have rediscovered the pleasures of cocktails that have been popular since the early 1800's and we have been introduced to a new generation of his own creations that enable his clientele to "drink less, drink better".

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See and hear Fabien Maillard being interviewed (in French):
www.youtube.com/watch?v=owsyJ2d3eu8.