

Press Release
For immediate release

FABIEN MAILLARD: A COMPLETE ORIGINAL THIS IS NOT A REMIX!

(Montreal, January 14, 2010) - The art of creating daring and delectable cocktails holds no secrets for Fabien Maillard. With degrees in cuisine and hotel management obtained in France, this creator with an inquiring spirit worked for many years in the restaurant business, a milieu which did not allow enough scope for his creativity.

One day, he happened to meet a bartender who concocted colourful mixed drinks while practicing *flair bartending*, a meeting that would change Fabien's destiny.

Extreme service; let the show begin!

Fabien Maillard first tried his hand at *flair bartending* several years ago at TGI Friday's in Paris, an international chain that has contributed to the popularity of the art. There he perfected the mixing techniques which today have brought him to the pinnacle of his art.

Sometimes called "extreme bartending", *flair bartending* blends cocktail science with spectacular showmanship. To see Fabien Maillard at work behind the bar is to appreciate his artistry, as bottles and shakers fly through the air in a perfectly choreographed ballet. It's a delight for the eyes, an unforgettable experience for the taste buds!

An expert mixologist, Fabien Maillard has mastered the art of marrying flavours and colours from a wide variety of highest-quality ingredients, a skilful blend of alcohols, fresh herbs, aromatics, spices and syrups, vinegars, fresh fruit juices and purees. Gone are the days of *ho-hum* gin-and-tonics and rum-and-cokes – although at the LAB you will still find these drinks, made with the finest spirits.

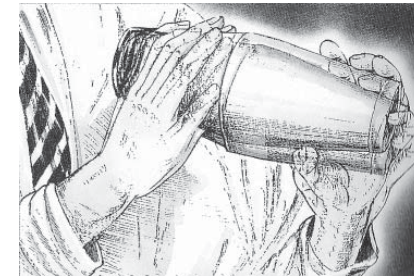
Fabien designs and creates his mixed drinks according to the inspiration of the moment and what has just come in season. At the same time, he takes delight in breaking with convention to invent bold new mixes, much like a great chef at his stove. Some of his creations are also available as mocktails (non-alcoholic).

The art of bartending, the science of cocktails

Determined to restore the profession of barman to its former glory, being the same standing as a chef, Fabien Maillard pulls out all the stops to serve his customers. He adheres to the philosophy of "drink less, drink better," creating cocktail collections and proffering advice to a new generation of consumers, who are discerning about what they drink and wish to experience something out of the ordinary while doing so.

Fabien Maillard is the founder of LAB, Comptoir à cocktails, which opened in Montreal in October 2008. There he proudly carries on the traditions of the cocktail bar and *flair bartending*. This businessman knows how to surround himself with a team that shares his passion for creation and innovation, to the great pleasure of the fine palates that regularly frequent his establishment.

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