



**FOR IMMEDIATE RELEASE**

**L'ATELIER D'ARGENTINE BRINGING UNIQUE FLAVOUR TO MONTREAL:  
BEEF FROM ARGENTINA NOW ON THE MENU**

***Montreal restaurant now offering the best of both worlds: Argentinian and organic Quebec beef***

**Montreal (Quebec), January XX, 2017** – Following the end of a 15-year import ban, L'Atelier d'Argentine is delighted to be the first restaurant in Canada to serve beef from Argentina, introducing a uniquely authentic taste sensation that will delight Montrealers and visitors alike. Joining the menu alongside local organic beef from Lanaudière, this new culinary combination will reflect the true essence of this restaurant, immersing patrons in an even more genuine Argentinian experience, all with a dash of Quebec flavour!

Acclaimed local chef Natalia Machado, Argentinian by birth and Group Executive Chef at L'Atelier d'Argentine, looks forward to introducing an amazing selection of meats sourced from the best grass-fed cattle Argentina has to offer, as well as the highest quality organic beef from Lanaudière. "It's really exciting to offer our guests the chance to discover the unique flavours and textures of different types of cuts," she says. "As a unique steakhouse in Montreal, it's important for me to be able to serve top quality meat, and I am especially proud to now serve beef from my home country. The Argentinian wet-aging tradition allows the natural flavours to truly come through." Natalia Machado is not only an award-winning and world-renowned chef, she is also a TV celebrity as, among other TV appearances, the host of One World Kitchen.

Selected for their exceptional quality, the Argentinian beef is imported from a supplier in the Pampa Humeda region of the country, while the local Quebec meat is sourced from Lanaudière's St-Vincent Farm. The new menu at L'Atelier d'Argentine will feature three exclusive Argentinian cuts ranging from \$33 to \$50, as well as unbeatable organic prime cuts at \$36-\$37.

"L'Atelier d'Argentine is unmatched on the Montreal dining scene, showcasing a truly authentic Argentinian experience that sets us apart," states Brian Bendix, CEO of Montreal's Ville-Marie Collection. "Argentinian and local Quebec beef have unique tastes and flavour profiles, and we are happy to be able to offer Montrealers the opportunity to discover and savour these like never before."

**About L'Atelier d'Argentine**

L'Atelier d'Argentine is a unique, next-generation steakhouse. The authentic contemporary Argentinian cuisine is at the core of the dining experience, transporting patrons to the virtual heart of Buenos Aires. The restaurant's menu is modern, ingredient-led with strong references to both local culinary traditions and European influences common to the region. That Argentinian experience is punctuated with subtle hints of the home country through entertainment, wine, service and a contemporary décor. L'Atelier d'Argentine has two locations, in Montreal's Vieux-Port and Downtown on Crescent Street. For more

information or to book reservations, visit [atelierargentine.com](http://atelierargentine.com), follow us on Twitter at [@AtelierArgentin](https://twitter.com/AtelierArgentin), on Instagram at [@atelierargentin](https://www.instagram.com/atelierargentin) or join us on Facebook at [Facebook.com/AtelierArgentine](https://www.facebook.com/AtelierArgentine).

### **About Ville-Marie Collection**

Ville-Marie Collection is a boutique hospitality company specializing in multi-dimensional and cutting-edge dining and drinking experiences. Based in the culturally colourful and diverse city of Montreal, Canada, Ville-Marie Collection owns, operates, franchises, consults and manages businesses and venues across North America, Europe and the Middle East. Derived from the original TNG and Stambac International group of companies, Ville-Marie Collection is owned and operated by its three key executives and partners: Brian Bendix; Christopher Nacos; and Steven Elefant. Ville-Marie Collection is a proud supporter of Cedars CanSupport, helping cancer patients and their families, one person at a time.

- 30 -

### **INFORMATION**

Amélie Forcier  
Office: 514-843-2307  
Mobile: 514-799-7011  
[aforcier@national.ca](mailto:aforcier@national.ca)