

ALEXANDRE

Celebrating 20 Years of International Hospitality In the Heart of Montréal

In a city renowned worldwide for its joie de vivre, exquisite cuisine, and unique fashion flair, there are two words that are instantly synonymous with international hospitality. Chez Alexandre.

first opened its doors 20 years ago. The brainchild of Alain Creton who continues today to orchestrate the entire affair with the skill and aplomb of a "chef d'orchestre".

Cheers!

For its part, Chez Alexandre changed the face of the restaurant and bar industry in Québec forever when, in 1982, it became the first in the Province to win government approval to import British draft beer. Prior to that date, only brasseries and taverns were allowed to sell draft, and they only served Canadian.

"I was successful in proving to the Government of Québec that imported draft beer was pasteurized and filtered, unlike Canadian draft beer, and therefore it did not contravene any existing laws. As a result, I was given the green light to import some of the world's finest draft beers from Europe," explains Creton.

an exciting new market and provide a tremendous boost for micro-breweries in the Province, all of which were determined to create a unique beer on a par with European imports."

One such company was GMT Distribution, whose full-bodied amber draft, Belle Gueule, is today a firm favourite at Chez Alexandre's British-style pub. A pub that might have been transported from Covent Garden in London, England. A pub where the pace is relaxed. The beer flows. Darts fly. And the art of conversation is alive and well.

For a change of pace, South American-style, the Dance-Club Cabaret pulsates nightly to the



Alain Creton at the Kiwanis Club, '93

For executives, politicians, artists, musicians, and celebrities from the performing arts, it has long been *the* elegant place to be and to be seen. Whether it be for a superb lunch in the Parisian bistro-style restaurant, sipping sangria on the mini terrace, quaffing a frosted pint of imported beer in the British Pub upstairs, or dancing the night away in the Dance-Club Cabaret below.

Capturing the magic and excitement of Europe in a city that is at the crossroads of Europe and North America, Chez Alexandre

Born in the north of France, and having perfected his skills in the hospitality industry in Paris, Alsace and Bergerac, he arrived in Montréal in the mid 60s. "It was the time of Expo," he recalls. "A time when the eyes of the world were on Montréal. It was the place to be. And still is!

"In creating Chez Alexandre, I chose a name that symbolized the image I wished to create. European, indicative of elegance, and evocative of a great man in history."



Mayor of Jericho, '94, visits Chez Alexandre

Today, they include Bass, Newcastle Brown, Double Diamond, Guinness, Harp Lager, Smithwicks, Heineken and Beck's.

"This decision, by extension, was to open up

sizzling sounds of samba, reggae, and lambada. Opened in 1985, it was the first nightclub in North America to feature lambada, a Brazilian craze that would sweep the continent.