

après RESTAURANT - NEWS RELEASES

ERIC VERNICE JOINS AS NEW EXECUTIVE CHEF

Whistler, British Columbia, November 10th 2004 - après is thrilled to welcome Eric Vernice as our new Executive Chef.



Eric was born in Lyon, France, and from the start, the tradition of Eric's homeland in unparalleled gastronomy has sharpened his natural born skill in the kitchen. His background boasts the rare accomplishment of having worked in not one but three restaurants each appointed with the coveted Michelin star.

In the case of Troisgros in Roanne, France, the restaurant earned three stars from Michelin: the highest ranking by the world's most recognized food guide.

Locally in Whistler, Eric's name is synonymous with outstanding culinary performance. It was Eric's leadership at the Bearfoot Bistro that first captured the interest of critics and foodies. As the Bearfoot's executive chef for the first five years, it was Eric's food that the press talked about. It was Eric's food that led Wine Spectator magazine to describe it as "One of the finest dining experiences in British Columbia." When a New York restaurateur dined at the Bearfoot, he was so impressed, he instantly set about luring Eric to his establishment, and so began the furthering of Eric's world-class mastery. In New York and then London England, Eric ran the kitchens of top-echelon restaurants. When an opportunity arose to operate his own restaurant in Whistler, Eric returned with his wife Gillian and their three children. Eric's restaurant Jayde stirred a strong, core following with its reputation of serving superb quality food at remarkably reasonable prices. Sadly the restaurant closed this summer. Après is privileged to welcome Eric on board. We know his innovations in the kitchen will continue to dazzle and warm the hearts of food and wine lovers.

Eric is known for his personal style, of seeking harmony in the flavors of food, being creative yet respecting the roots of French cuisine. International travel and his French/Italian parents have influenced Eric's passion for food, he strives on the fact that using only the best ingredients either locally or from around the world is what make his cuisine one thing you will not want to miss whilst in Whistler. Come and be wowed at après like thousands have been, since Eric Vernice discovered a knife, saucepan and lots of ingredients twenty some odd years ago.

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**après RESTAURANT OPENS IN WHISTLER WITH
A TASTE OF WEST COAST FOOD AND WINE**

Featuring the finest of the Pacific Northwest in an
Intimate, contemporary setting

WHISTLER, BRITISH COLUMBIA, March 1, 2004 - Après is a contemporary new restaurant in Whistler serving the finest of West Coast food and wine. Offering Whistler's most extensive menu of wines by the glass, Après gives guests the opportunity to experience a variety of outstanding wines from the West Coast together with French influenced cuisine featuring fresh local and Canadian products.

Local Whistler resident Chris Cheney developed the boutique-style restaurant. Originally from Hong Kong, Chris moved to Whistler five years ago and developed a keen interest and appreciation for West Coast food and wine. This led to the creation of Après.

"It was clear to us that there was an opportunity to create an intimate new restaurant concept in Whistler," says Chris Cheney, owner of Après. "In addition to offering a contemporary ambiance, our focus on fine wines by the glass gives us the opportunity to offer a personalized West Coast experience for both local residents and Whistler visitors."

Après was designed by local Vancouver architect David Eaton from Coast Architectural Group who used dramatic colours and expressive lines to achieve a balance between modern coolness and comforting warmth. The richness of the bamboo floors, leather chairs and tufted rich fabrics invites guests to relax and enjoy the pleasures of an evening of good food, good wine and good company.

Après is open daily offering its dinner menu from 5 pm until late. For those looking for a light bite to eat and a glass of wine, Après' late night gourmet bar menu is available for guests until midnight.

Located in Whistler Village, Après restaurant offers a new world of West Coast food and wine. For more information or dining reservations, call 604 935-0200 or visit us online at www.apresrestaurant.com.

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**THE 'LA VERRE DE VIN' BARCLAY BAR
BY BERMAR IS INTRODUCED TO CANADA
AT WHISTLER'S après RESTAURANT**

Cutting edge technology used to preserve wine

WHISTLER, BRITISH COLUMBIA, March 1, 2004 - When looking for the perfect wine preservation system for his restaurant's extensive list of wines by the glass, Chris Cheney of après discovered Bermar's 'La Verre de Vin' Barclay Bar and became the first to bring the cutting edge technology to Canada.

Invented in the UK in 1992 by Bermar International after years of research by a team of engineers and wine professionals, 'La Verre de Vin' is the only wine preservation system capable of effectively preserving an unlimited number of still, sparkling and fortified wines. The system works by inserting a rubber stopper with a non-return valve into the open bottle. Following that, the bottle is placed into the Bermar machine where the optimum amount of air is removed from the bottle. In the case of sparkling wines, carbon dioxide replaces the air in order to preserve the carbonation. 'La Verre de Vin' is currently being used throughout Europe and in parts of the United States where it has won widespread acclaim by restaurateurs and wine connoisseurs.

"An integral part of what après is about is offering guests an opportunity to experience the variety of quality wines from the West Coast. In order to offer an extensive wine program with a wide selection of wines by the glass, it was imperative that we found a system that could effectively preserve the bottles so that the quality of the wine isn't diminished as soon as the bottle is opened," says Chris Cheney, owner of après. "After finding out that the Bermar system is the best preservation system available in the world, we made arrangements to be the first to bring 'La Verre de Vin' Barclay Bar system in to Canada."

après offers an impressive selection of 40 wines by the glass from British Columbia, Washington, Oregon and California. Ranging in price from \$8 to \$95 for a glass, guests are encouraged to experiment by pairing each of their dishes with a different wine. The knowledgeable team at après works with guests to assist in the perfect food and wine pairing to create an unforgettable dining experience.

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