



Press release

Press release
For immediate release

iögo: A truly impressive market entry

Longueuil, December 6, 2012 – Not only have iögo products already built a strong presence on grocery stores shelves, but they have also become a clear choice for Canadian consumers. Recent market data confirms that a veritable iögo wave has unfurled across Canada since the launch of this new brand on August 20.

“We were prepared for our brand to be a success and were confident that it would find its way into the hearts of Canadian consumers. However, the current dedication to iögo goes well beyond our expectations and goals,” stated Lucie Rémillard, Vice President, Marketing for Ultima Foods.

Research conducted on 4025 respondents nationwide over the past few months has revealed impressive results. In terms of both awareness of the new brand and purchase intent for product trial, iögo well exceeds the established and recognized standard for a new brand on the market after three months. Not only has iögo surpassed this standard, but it also did so after only two weeks.

	iögo *	3-month standard
Prompted awareness	74%	32%
Trial of iögo	32%	11%
Repurchase intent	73% **	53% **

* Source: Ultima Foods, iögo tracking, Category Brand Measures, Ipsos ASI, results as of November 5, 2012.

** Average of all respondents who tried the product between August 13 and November 12, 2012.

Another significant number, after just 10 weeks, iögo's market share was already at 12.3%.

“We are extremely proud of how both retailers and consumers have responded to and adopted iögo. These results show that we were right when we wanted to break with the usual industry codes when creating iögo's name, packaging and recipes along with its advertising and communications campaign. Doing so was important, especially considering that iögo is the only 100% Canadian product that is competing with foreign multinational yogurt brands,” added Lucie Rémillard.



About iögo

iögo is a brand of yogurt and fresh dairy products that is 100% Canadian and that is created, developed and marketed across Canada by Ultima Foods. The creation and innovation behind the brand were guided by the single goal of providing a natural taste. The brand has seven different product lines: **iögo**, **iögo 0%** (fat-free yogurt with 35 calories per 100-g serving), **iögo Probio** (new twists on probiotic yogurt, such as lactose-free flavours), **iögo Greko** (Greek yogurt), **iögo Nomad** (drinkable yogurt), **iögo Zip** (tube yogurt) and **iögo Nano** (fresh cheese and drinkable yogurt for children). All **iögo** products are **gelatine-free with no artificial flavours or colours**. They are also preservative-free, except for the **iögo 0%** line. Thanks to unique recipes, **iögo** has over 40 flavours. As a pledge that everyone will find something to love in this new product line, all **iögo** products are part of Ultima Foods' "**Satisfaction guaranteed or it's free**" policy. For more information about **iögo**, visit www.iogo.ca or follow us on Facebook and Twitter.

About Ultima Foods

For more than 40 years, Ultima Foods has been a Canadian leader in the manufacturing and marketing of yogurt and fresh dairy products. The company is headquartered in Longueuil (Québec) and has 750 employees across the country. It has world-class facilities and every year at its Granby plant produces more than 100 million kilos of fresh dairy products that are distributed across Canada. Having developed a veritable yogurt culture in the country, Ultima Foods makes products that are adapted to the tastes and expectations of Canadian consumers by investing in high standards of quality and innovation. It develops, manufactures and markets the **iögo** brand (www.iogo.ca). Aside from its brand, the company owns and operates Olympic-brand dairy products (www.olympicdairy.com). With the combined manufacturing of all those products, Ultima Foods, which is owned by the Agropur and Agrifoods dairy cooperatives, is a major player in the Canadian food industry. For more information about Ultima Foods, visit www.ultimayog.ca or follow us on Facebook.

- 30 -

Source:

Diane Jubinville, Public Relations Director
Ultima Foods

Information and media requests:

Martine Venne
514 286-2145, ext. 228
mvenne@casacom.ca

Carolyn Ray
416 944-2145
cray@casacom.ca

