

iögo: Ultima Foods' 100% Canadian success

Montréal, December 6, 2012 – Mr. Gerry Dautre, President and CEO of Ultima Foods, took advantage of his visit to the Board of Trade of Metropolitan Montreal this morning to talk about the highlights of the recent launch of new yogurt brand 100% Canadian, [iögo](#). For Ultima Foods, a leader in the manufacturing and marketing of yogurt in Canada for 40 years, this project represented an incredible challenge.

“With over 40 years of professional experience in the food industry, I’ve met numerous challenges. However, nothing equals what we faced as a company almost two years ago. We only had 18 months to create, develop and market a full line of yogurt with 65 different products. Generally, the research, creation, development and marketing of a single yogurt with a few flavours requires about 24 months of work. We did not have that luxury. We therefore had to rethink our practices from A to Z and create multidisciplinary teams that worked at the same time and in synergy,” explained Mr. Dautre.

During his presentation, the President and CEO of Ultima Foods revealed the different strategies that the company adopted, from project management to a vast marketing campaign, to ensure the project's success. Considering its financial commitment of over \$70 million and the competitiveness of the industry where market shares are fiercely contested by foreign multinationals, Ultima Foods needed to introduce a brand that was different, innovative and unique. .

Although Ultima Foods had to start from square one to build its new brand, it could call upon employees with vast experience and solid expertise in the industry. After conducting research among 4 000 Canadian consumers over three months, the company capitalized on its creativity and capacity for innovation to develop unique recipes that are gelatine-free and have no artificial flavours or colours, as well as over 40 flavours. Ultima Foods also wanted a brand with an original personality that redefined “yogurt” across the country. It opted for a name that was short and meaningful. **iögo** has quickly become the new way to say yogurt with distinctive and easily recognizable umlaut.

Results that speak volumes

A true iögo wave has unfurled across Canada. At the end of October iögo had achieved an awareness rate of 68% among yogurt consumers after only two months of market release. Barely one week later on November 5, it had risen to 74%. It should be noted that in general, the awareness rate for a new product after three months is around 32%. After just 10 weeks, iögo's market share was already at 12.3%.

Because of the great success enjoyed by iögo since the brand launch, Ultima Foods announced on October 3 that it had decided to invest an additional \$22 million in its Granby plant.

“From here on, our task is to manage our success wisely and with a vision. More than ever, we have the obligation to surpass and renew ourselves so that we can keep offering products that meet consumers' needs. We will continue to grow and maintain our leadership in the industry by relying on our expertise, our inventiveness, and the quality of our products,” concluded Mr. Dautre.

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.

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Source:

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