

iögo: Ultima Foods wins three 2012 Gaïa Awards

Longueuil, November 8, 2012 – Ultima Foods, a Canadian leader in the manufacturing and marketing of yogurt, and the the company behind the new brand **iögo**, was honoured yesterday at the 2012 Gaïa Awards ceremony. The company received three major awards:

- Award for best packaging for a fresh product for **iögo** Greko
- Award for all iögo packaging
- Special jury award for the overall **iögo** campaign

“We are very proud to receive these three awards. They represent the work of an incredible group made up of Ultima Foods’ marketing team, our partners at Ideograma and Bo Branding & Design, along with many craftspeople. The development of the logo, design and packaging for **iögo** was an unforgettable experience for everyone involved, whom I would like to thank. Together, we didn’t hesitate to break with current industry trends to give consumers an image that, with its dominant white background, is contemporary, streamlined and innovative and creates a high impact on grocery store shelves,” stated Lucie Rémillard, Vice President, Marketing for Ultima Foods.

iögo: Packaging that stands out

The strategic approach that Ultima Foods adopted to launch its new yogurt brand posed a challenge when it came to developing the packaging design. Since **iögo** was launched as a parent brand meant to encompass seven major product lines with distinct market segments, the company had to emphasize the parent brand on its packages while clearly identifying the different products.

They achieved this through a distinctive brand name with black lettering that is solidly anchored on a white background. To differentiate the seven product segments, descriptors (Probio, 0%, Greko, Nomad, Zip, Nano) were chosen along with a unique colour band for each segment added to the left side of the packaging. These bands were developed based on the specific attributes of the different lines. For example, the blue band with white clouds for **iögo** 0% refers to the lightness of this 35-calorie product, while the cow motif for the original line recalls the company’s cooperative heritage and the primary ingredient of yogurt—cow’s milk!

Ultima Foods’ marketing team lent their ongoing support to Ideograma, which developed the **iögo** brand logo and the descriptors for each of the seven product segments, and to Bo Branding & Design, which developed the design and the packages.

Each year, the Gaïa Awards recognize companies in the agri-food industry for their use of graphic design and packaging to market their products.



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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