

## **Ultima Foods receives the Élixir Project of the Year Award 2012 from PMI-Montreal**

**Longueuil, November 9, 2012** – Ultima Foods, a Canadian leader in the manufacturing and marketing of yogurt and the company behind the new brand **iögo**, is the proud winner of the Élixir Project of the Year Award 2012 from the Montreal chapter of the Project Management Institute (PMI). For the 7th year of the Gala Élixir, the PMI-Montreal jury rewarded Ultima Foods for its Nouvelle France project, in recognition for how the company thoroughly and creatively applied best practices in project management.

The Nouvelle France project included the research, creation, development, commercial production, marketing and cross-Canada launch of **iögo**, the new brand of yogurt and fresh dairy products.

“On behalf of Ultima Foods, I am proud to accept this Élixir award, which recognizes the successful outcome of a unique project in our history: the launch of a completely new brand of yogurt and fresh dairy products on the Canadian market. Throughout the entire Nouvelle France project, we were privileged to count on the unwavering support of our shareholders, Agropur and Agrifoods—two of the largest dairy cooperatives in Canada—, on the incredible expertise of our internal project management team, and on our partner PMC, which helped us apply PMBOK® standards and best practices in lean project management in the food product development process,” explained Gerry Doure, President and CEO of Ultima Foods.

### **Ultima Foods: Successfully changing practices**

The Nouvelle France project represented a highly strategic challenge for Ultima Foods. While the research, creation and development for the market release of a single yogurt with a few flavours generally requires 24 months of work, Ultima Foods took only 18 months to develop its new **iögo** brand and a portfolio of over 73 different products. To meet this huge challenge within such time constraints and launch **iögo** across Canada on August 20, the company had to revamp its practices.

With the firm desire to create a yogurt brand that is different, innovative and unique, Ultima Foods created multidisciplinary teams that worked in synergy. Working groups were then created to develop the brand positioning and the product portfolio, define the launch plan, organize meetings with retailers, determine needs for new equipment for the plant, and ensure the company had all of the necessary human resources and information systems. This ability to adapt along, with rigorous project management, are what made Ultima Foods' Nouvelle France project a success.

As the big winner of PMI-Montreal's Élixir Project of the Year Award 2012, Ultima Foods has qualified for the international competition of the 2013 edition. For more information, visit [www.pmimontreal.org](http://www.pmimontreal.org).





### **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](http://www.iogo.ca)). Aside from its brand, the company owns and operates Olympic-brand dairy products ([www.olympicdairy.com](http://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](http://www.ultimayog.ca) or follow us on Facebook.

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