



News Release

Ultima Foods announces a new agreement with General Mills

Longueuil (Qc), December 1, 2016 – Ultima Foods, a major Canadian player in the manufacturing and marketing of yogurt, today announced the signing of a new agreement with General Mills to make yogurt products for its Canadian business.

“General Mills' decision to pursue a significant portion of their yogurt production with Ultima Foods demonstrates their recognition of the high quality of our processes, the expertise of our teams, as well as our total commitment to always do better,” said Martin Parent, President of Ultima Foods.

This new seven-year agreement with General Mills will allow the company to continue growing the competitiveness of its Granby manufacturing facility. Approximately 30% of the yogurt in Canada is currently made there.

“This announcement reconfirms Ultima Foods’ position as a key player in the yogurt manufacturing industry in Canada,” explained Parent. “In addition,” he said, “the deal also allows the company to continue to be an employer of choice, particularly in the Greater Haute-Yamaska region.”

About Ultima Foods

Ultima Foods is a private, Canada-wide dairy processing company, 100% owned by two Canadian dairy cooperatives, Agropur and Agrifoods.

The only large, wholly Canadian-owned yogurt-manufacturing company, Ultima Foods is a highly competitive producer consistently driving positive category growth. The company has built a stellar reputation as both a talented brand builder (iögo and Olympic), and a nimble innovator, purposefully leveraging opportunities by enabling new ways of doing things.

The company’s deep cooperative roots have cultivated close relationships with consumers and communities. Headquartered in Longueuil (Qc), Ultima Foods has some 650 employees across Canada, operating from two world-class facilities (Granby, Qc, and Delta, B.C.), and four sales offices. All production, research and development, and marketing is done in Canada by Canadians.

For more information about Ultima Foods, visit www.ultimayog.ca or follow us on Facebook and LinkedIn.

- 30 -

Information: Diane Jubinville
Director, Corporate Communications
450-673-0373, or 514-714-3318
diane.jubinville@ultimayog.ca