



Press release

Lose yourself in a moment of pure pleasure with iögo Moment, the brand-new line of iögo products

Longueuil (Quebec), September 8, 2014 – Ultima Foods is proud to celebrate the second anniversary of its iögo brand of yogurt and dairy products with the cross-Canada launch of iögo Moment, the eighth line of iögo products that you can enjoy to your heart's content.

iögo Moment: a brand-new indulgent yogurt

Made with natural ingredients such as whole milk, real cream and luscious fruit, iögo Moment has a rich and velvety texture. Overflowing with flavour, iögo Moment comes in two formats: a creamy yogurt loaded with fruit on the bottom starring such delectable combinations as apple-caramel and orange-cranberry along with the classics of field strawberry and raspberry, and a yogurt with lemon pulp or vanilla bean. Moments of pure pleasure—guaranteed!

Just like other iögo products, iögo Moment makes no compromise when it comes to natural taste: it does not contain preservatives, gelatine or artificial colours or flavours.

Take a naturally delicious moment

When it comes to food, consumers are definitely looking for pleasure in the products they choose. iögo Moment is the perfect yogurt for people who want innovative products that combine pleasure and naturalness.

“With iögo Moment, we are adding an irresistible product to our brand. Our Research and Development team has created a rich and creamy yogurt with 8% milk fat. With as little as 140 calories per serving, iögo Moment is the perfect way for consumers to indulge any time of day, and without the guilt,” stated Jonathan Fontaine, nutritionist for Ultima Foods.

“Its rich texture and flavour combinations make iögo Moment a snack worth stopping for,” says Professional Home Economist and Cookbook Author, Emily Richards. “We don’t take time to stop and enjoy lunch anymore and breaks are few and far between. A simple way to entice yourself to take a break is by packing a lunch and snack with flavours you love. A few tips to help ease the process are preparing your meal in advance so you can simply grab and go, base your menu around eating for energy and like iögo Moment, look for products made with natural ingredients.”

New unique packaging

iögo has innovated yet again with new 100-g packaging that is unique in Canada. With transparent plastic that shows the fruit at the bottom, each cup has removable label that reveals a refreshing and inspiring thought on the back. This package can be recycled wherever facilities exist

Available now

iögo Moment is available now in most supermarkets in Canada in packs of 4 x 100-g containers in the flavours of field strawberry, raspberry, apple-caramel and orange-cranberry and in 500-g containers in vanilla bean and lemon. The suggested retail price is \$3.99 for each size.¹

To learn more about iögo Moment, visit www.iogo.ca.

¹ Prices are subject to change without notice and may vary depending on the grocery store chain and province.

About iögo

iögo is a brand of yogurt and fresh dairy products created, developed and marketed across Canada by Ultima Foods. The brand is owned by Canadian dairy farmer cooperatives. The creation and innovation behind the brand were guided by the single goal of providing a natural taste. The brand has eight different product lines: iögo, iögo 0% (fat-free yogurt that also comes in a few flavours with stevia extract), iögo Probio (probiotic yogurt that also has lactose-free flavours), iögo Greko (Greek yogurt), iögo Moment (indulgent yogurt), iögo Nomad (drinkable yogurt with lactose-free flavours), iögo Zip (tube yogurt that can be eaten frozen) 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 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, Twitter, Instagram and Pinterest.

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. Headquartered in Longueuil, the company has over 700 employees across the country. It has world-class facilities and produces every year at its Granby plant 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. Ultima Foods develops, manufactures and markets the iögo brand. In addition to its iögo brand, the company owns and operates Olympic-brand dairy products (www.olympicdairy.com). 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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