



For immediate release

Fruit d'Or Wins 2016 Canadian Export Business Award

Ste-Julie, April 14, 2016 - **The Canadian Export Business Award** recognizes a Canadian agri-food enterprise that distinguishes itself through significant sales growth and a market development strategy that relies on strong partnerships. The winner of the 2016 Award was announced April 13 at the Networking Event of the Agri-Food Industry, an initiative of the Agri-Food Export Group and part of SIAL Canada, held in Montréal.

Fruit d'Or is a Canadian leader in the production and processing of high-quality cranberry and blueberry products. In 15 years, this company has forged a position of prominence on international markets. Fruit d'or has become a major player in the production and marketing of organic cranberries. 2014 saw the introduction of a strong and refreshed brand image with the launch of Patience Fruit & Co., its new line of organic products for the retail market. In short order, their products were to be found at more than 4,500 North American points of sale.

Today, the Villeroy (QC)-based enterprise oversees a vast sales and distribution network in Canada, the United States, Europe, and Asia. Fruit d'Or products are available in a total of more than 50 countries. In 2013, Fruit d'Or launched its new nutraceutical division, which is presently involved in numerous research projects. At the same time, the company's at work on developing new efforts in China, considered a highly promising market for cranberry and blueberry products.

Export Group is honoured to present the 2016 Canadian Export Business Award to Fruit d'Or, a fine example of how, through perseverance and vision, an enterprise can claim its rightful place on international markets.

It is equally appropriate to acknowledge the outstanding work of the two other finalists for this award.

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Groupe Première Moisson is an institution that is well-known to Québécois, with a brand that is synonymous with quality. In under 5 years, the company has made remarkable inroads to the United States market. In addition to developing private-label products for major clients, they've introduced the Première Moisson brand internationally. To set themselves apart from the competition, their bakers put a wealth of effort and know-how into adapting their famous hand-made products to the imperatives of high-volume production. They are bound and determined to become a major international player without abandoning their credo of bringing to their customers "*l'Art du vrai*" ...True Art.

Industries Bernard & Fils maintains its mission of offering maple products made with the latest technology, in conformance with all safety standards and the most rigorous quality criteria. Their success lies in a diversified line of first-rate products, sold in more than 30 countries. In the past few years, they've shown flexibility in being able to respond to sales growth in the United States. Now in full expansion mode, they expect to double production capacity as they increase the size of their plant.

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Source:

Francine Lapointe

Director, Programs and Government Affairs

Phone: 450-649-6266 ext. 213

Presenting Partner

