

PRESS RELEASE

June 23rd, 2011 – Les Aliments Lebel Inc. wins the Canadian Grand Prix New Product Awards™ for two years in a row

Lachute, QC – June 23rd, 2011 – Les Aliments Lebel Inc. is proud to announce that its new probiotic frozen yogurt mini cone - nut/peanut free - from brand Originale Augustin was selected the winner in the dessert category at the Canadian Grand Prix New Product Awards™ last June 15th in Toronto. It is the second year in a row that Les Aliments Lebel Inc. and Originale Augustin win the first place at the Grand Prix. “This prize is dedicated to all our employees for their outstanding work and passion”, says Patrick Eberth, sales director. The contest is organized by the Retail Council of Canada (RCC) and recognizes new products for their uniqueness and innovation, characteristics, quality and overall consumer value.

Probiotic Frozen Yogurt Mini Cone from Originale Augustin

Simply Unique! Our vanilla frozen yogurt mini cone with chocolate topping and crunchy soynuts contains probiotics and has only 90 calories! Moreover, this snack-size cone is entirely trans fat-free, nut-free as well as peanut-free.

To learn more about Les Aliments Lebel

Les Aliments Lebel Inc. offers a full range of ice cream and frozen novelties for all kinds of grocery stores. Our products are available under our trademarks Originale Augustin, Iceberg, Lowe, Idéale and under private labels. We also serve hundreds of restaurants, hospitals and schools. We are proud to be the only independent producer of frozen novelties on sticks in Quebec. In addition, all our products are free of nuts and peanuts.

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