



PRESS RELEASE

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OLYMEL ACQUIRES TRIOMPHE FOODS AND ITS BRANDS INCLUDING TOUR EIFFEL, NOSTRANO AND MOTHER HEN

St-Hyacinthe, Thursday, June 28, 2018 - As part of its continued growth, Olymel L.P.'s executives announced today the acquisition of all assets of Triomphe Foods, an agri-food company with a strong presence in the Quebec market and mass distribution network that is particularly known for its production of a wide range of deli meats and specialty hams. Triomphe Foods employs more than 250 people, and this transaction includes three production facilities, located in Laval, Blainville and Québec City respectively, as well as two distribution centres in Blainville and St-Léonard. The price of this transaction will not be disclosed.

Through this acquisition Olymel also becomes the owner of the brands *Tour Eiffel*, *Chef Georges* and *La Belle Bretagne* (hams and pâtés), *Nostrano* (Italian deli meats), *Alpina* (Eastern European deli meats), *Bilopage* (cretons and head cheese) and finally *Mother Hen*, a well-known brand specializing in baby food production including organic fruit and vegetable purées and meat purées. The production and marketing of all Triomphe Foods products and brands will continue, and the acquired company will have autonomous management.

"Olymel is proud to acquire a Quebec company renowned for the quality of its products and thus broaden our presence in several market segments, including baby food in particular. I would like to extend a warm welcome to all Triomphe Foods employees who will be adding their expertise to that of Olymel's teams. Through this acquisition and our own brands, Olymel will now have an even wider and more diversified range of value-added products, enabling us to serve a broad customer base, in addition to increasing our production capacities," said Réjean Nadeau, President and CEO of Olymel.

This is the second major acquisition for Olymel in less than a month. On June 14, the company announced the purchase of all the shares of Pinty's Delicious Foods Inc., an Ontario poultry slaughtering and processing company specializing in fully cooked and other related products, subject to Competition Bureau approval. Olymel continues its expansion in Quebec and elsewhere in Canada, in both the fresh and processed pork and poultry sectors. Since 2015, Olymel has invested more than \$800 million in its growth, resulting in the creation of more than 2000 new jobs.

“Triomphe Foods is the result of my family's passion for well-made products and high-quality deli meats. This passion has also led us to bring together fantastic businesses to make a larger and stronger one. Today, we are pleased to see that the great development potential of Triomphe Foods will be in the hands of other Quebec entrepreneurs who have made Olymel a world-class company. Olymel's experience will be valuable and I am confident that our employees will continue to contribute to the success of their new company, as they have always done for Triomphe Foods. I would like to reiterate my gratitude and confidence in them,” said Mélissa Latifi, President and CEO of Triomphe Foods.

About Triomphe Foods

Triomphe Foods really started to develop in 2012 with the acquisition of the brands *Tour Eiffel*, *Chef Georges*, *Bilopage* and *La Belle Bretagne*. *Tour Eiffel* was one of the first companies to introduce deli products to Quebec in the form of pâtés in the 1970s. Triomphe Foods brought together the know-how and tradition associated with all of its brands to maintain quality and to develop markets. The company's owners subsequently continued to expand their product ranges by acquiring the *Nostrano* and *Alpina* brands, specializing respectively in Italian and Eastern European deli meats, and major baby food brand *Mother Hen*. The company employs 250 people and mainly serves the Quebec market.

About Olymel

Olymel L.P. is Canada's leader in the production, processing and distribution of pork and poultry meats. The company has made feeding the world its mission, which it pursues passionately with products of impeccable quality. The company employs over 12,000 persons and has production and processing facilities in Quebec, Ontario, Alberta, New Brunswick and Saskatchewan. Olymel exports nearly a third of its total sales. Its annual sales are on the order of \$3.5 billion. The company markets its products mainly under the Olymel, Lafleur and Flamingo brands. For more information about the company, visit: www.olymel.ca

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