



2020 DUX GRAND PRIX AWARDS OLYMEL AWARDED TWICE

St-Hyacinthe, Monday, February 3, 2020 – Olymel management is proud to announce that it has earned not one but two DUX Awards at the DUX Grand Prix Awards Gala on January 29 in Montréal, in front of 500 Quebec agri-food industry representatives. A triple finalist in this 2020 edition, Olymel first won the jury’s favour in the *Added-value product/Large company* category with the Lafleur turkey breakfast sausage and then in the *Communications campaign/Large company* category with its advertising campaign for *Olymel deli meats without artificial preservatives, nothing more to add*.

The DUX Grand Prix Awards celebrate the initiatives of companies that improve the food offering in order to help consumers make enlightened choices to eat better. Since the creation of the DUX Awards eight years ago, Olymel has won six times. 2020 is the first year that Olymel has been presented with two DUX Awards.



Photo caption:

From left to right: Marie-Claire Pelletier, Director of R&D, Nathalie Trudel, R&D Project Manager, David Poirier, Director of Innovation and Products, all from the Olymel team having worked on the development of Lafleur turkey breakfast sausage.



Photo Caption:
Chantale Desjardins, Olymel Brand Manager, member of the team that developed the advertising campaign, *Olymel without artificial preservatives, nothing more to add.*

ABOUT OLYMEL

Olymel 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 15,000 people 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 reach \$4 billion. The company markets its products mainly under the Olymel, Lafleur, Flamingo, Pinty's and Tour Eiffel brands.

-30-

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