

**OLYMEL WINS A 2019 AWARD FOR FOOD INNOVATION
FROM THE CONSEIL DE LA TRANSFORMATION ALIMENTAIRE DU QUÉBEC (CTAQ)**

St-Hyacinthe, Tuesday, December 3, 2019 – Olymel has won a 2019 Food Innovation Award from the Conseil de la transformation alimentaire du Québec (CTAQ). Olymel outperformed its competitors in the Meat and Poultry Products category for Olymel regular range full muscle deli meats free from artificial preservatives. This award was presented to Olymel on Thursday, November 28, at the CTAQ's annual Marketing Gala in the presence of more than 400 representatives from the agri-food industry. This is Olymel's fifth CTAQ Food Innovation Award.

"This new award is an incentive to continue our innovation and R&D initiatives. It also reflects Olymel's ability to evaluate and meet consumer expectations for more natural and healthier products," said Réjean Nadeau, President and CEO of Olymel. The jury of the 2019 CTAQ Innovation Awards recognized the efforts provided by Olymel to eliminate artificial preservatives and less desirable ingredients from the regular Olymel deli meats and replace them with simple, familiar ingredients. Under the leadership of Lise Gagnon, Vice President of Marketing and R&D, Olymel also slightly reduced sodium levels and eliminated sugar, while keeping products at the same affordable price as before so that as many consumers as possible can enjoy them.



Part of the Olymel winning team from left to right : Eva Delkova and Anne-Marie Bélanger, both Pork R&D Project Managers, David Poirier, Director of Innovation, Marie-Claire Pelletier, Director of Pork R&D, Marika Côté, Pork Project Manager and Marie-Hélène Bossé, Senior Leader, Innovation and Products.

The contribution to this success of the Trade Marketing and Sales, Purchasing, and Logistics teams, as well as all Olymel employees in production facilities, whose work is essential to the success of Olymel projects, must also be highlighted.

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 14,000 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.

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