



Feeding the world

Press Release

OLYMEL WINS A DUX 2019 AWARD FOR OLYMEL 100% NITRITE-FREE SMOKED SAUSAGES

St-Hyacinthe, Tuesday, February 5, 2019 — Olymel has earned a new DUX 2019 Award in the *Large company, Value added product of the year* category for Olymel 100% nitrite-free smoked sausages, a product that was launched in April 2018. The award was presented to Olymel on Wednesday, January 30, during the DUX 2019 Gala in Montréal, in front of hundreds of representatives of the agri-food industry. Members of the jury recognized Olymel's product for using new ingredients to replace nitrites, resulting in a unique product with a simple ingredients list. According to the jury, by choosing to remove **nitrites** from its hot dog wieners, Olymel is tackling a massively popular product that will certainly have a ripple effect and meet a public need.

This is the fifth time since 2013 that Olymel has had its products and initiatives honoured by the DUX contest, a program whose goal is to encourage healthy nutrition innovation among all players in the agri-food industry. Remember that Olymel 100% nitrite-free smoked sausages also won the Food Innovation Award from the Conseil de la transformation agroalimentaire du Québec (CTAQ) last November. This new DUX award confirms the ability of Olymel and its teams to innovate and respond appropriately to the evolution of client and consumer trends in terms of balanced, healthy nutrition.



Photo caption: David Poirier, Director, Innovation, Olymel; Marie-Claire Pelletier, Director, Pork R&D, Olymel and Magalie Moreau, Director, Marketing and communications, Sial Canada.

About Olymel L.P.

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 13 000 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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