

PRESS RELEASE



WHAT'S NEW IN THE DELI AISLE:

Olymel™'s 100% NITRITE - AND PHOSPHATE-FREE COLD CUTS

A new, great-tasting recipe made using only simple and straightforward ingredients.

Boucherville, QC, September 19th, 2017 – According to a SOM¹ survey conducted on behalf of Olymel™, nearly half (47%) of consumers of deli meats are concerned about nitrites in cold cuts. To address this issue, Olymel™ is proud to reveal its new line of sliced deli meat that is 100% free of nitrites and phosphates. Three new products are thus hitting the shelves in Québec and Atlantic Canada: Black Forest Smoked Ham, Old Fashioned Smoked Ham and Smoked Turkey Breast. They're easy to find thanks to their distinctive green packaging and nitrite- and phosphate-free label.

Certified gluten-free and with no added sugar, these three new deli meats are made from an artful blend of innovative ingredients that are just as effective as nitrites and phosphates in preserving our meat's freshness and ham's pink colour. These substitutes are just what modern consumers are looking for.

Isabelle Marquis, Olymel™'s consulting dietitian, explains: "Thanks to a winning combination of citrus, pomegranate, yeast and spice extracts, we don't need any nitrites or phosphates. We're often reminded, with good reason, to take care of our health by eating less processed foods that are high in sodium, sugar and fat. But you don't often hear about additives. We need to limit and monitor our consumption of additives like nitrites and phosphates. So, Olymel™'s new line of nitrite- and phosphate-free deli meats is one of the best choices for regular consumers of cold cuts. Plus, they taste great and the price is right!"

Olymel™ is becoming Canada's main producer of nitrite- and phosphate-free deli meats!

"These innovative products, the fruit of a year and a half of work, are a direct result of our social responsibility plan," states Lise Gagnon, Vice President, Marketing, Research and Development. "By developing these products, which echo consumers' real concerns about deli meats and their nitrites levels, Olymel™ has reinforced its position as a leader in healthy solutions. This shift toward healthy products has garnered industry attention – we've earned a number of awards and accolades in recent years, including three Dux awards for our healthy eating initiatives²."

These new 100% nitrite- and phosphate-free sliced meats are a go-to for quick sandwiches, festive cold cut platters or any other meal served at breakfast, lunch or dinner! They're available in 150 g vacuum-sealed packages at IGA, Metro and Super C (Québec) and Sobey's (Atlantic Canada) at a suggested retail price of \$5.39. As for the rest of Canada – stay tuned! You'll be able to find these products at your local grocery store early next year.

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 11,000 people and has production and processing facilities in Québec, New Brunswick, Ontario, Saskatchewan and Alberta. Olymel™ exports nearly a third of its total sales. The company markets its products through the Olymel™, Lafleur™ and Flamingo™ brands.

For more information about 100% nitrite- and phosphate-free products, check out the full press kit [here](#).

To learn more about Olymel™ products or to discover delicious recipes, visit Olymel.com | [f](#) / [@Olymel](#) | [@](#) / [@Olymel.ca](#).



For more information about 100% nitrite- and phosphate-free products, photos or to set up an interview with an Olymel™ representative, please contact:

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¹ 1,396 adults living in Québec participated in SOM's online survey, commissioned by Olymel™, between August 24 and 28, 2017. For all respondents, the maximum margin of error for the sample is plus or minus 3.3%, 19/20.

² DUX Mieux Manger Mieux Vivre is a Canadian program that publicly commemorates enthusiastic and dynamic food and health leaders. This broad-based movement brings together leaders who are working to improve nutritious food choices and to promote a healthy eating environment to improve the public's health and vitality.

