



OLYMEL WINS A NEW DUX PRIZE

Saint-Hyacinthe, Tuesday, January 30, 2018 -- Olymel management is proud to announce that the company has won a 2018 DUX prize in the *Large Company Communications* category for the *Oly & Mel* of Olymel marketing campaign, started when Olymel launched its nitrite-free deli meats, an innovation and initiative welcomed by many experts and greatly appreciated by consumers. Olymel received this prize in front of more than 500 agri-food industry professionals gathered for the 2018 DUX Gala, held in Montréal Wednesday, January 24. This is Olymel's 4th DUX prize since 2013. The DUX Program is intended to encourage all the players in the agri-food chain to become leaders in the field of healthy eating.

Olymel stood out from other finalists with its novel marketing campaign that covered several disciplines in communications. It had a public relations component, a media component—including radio and TV with comedian François Pérouse—and store displays, as well as, finally, a digital component intended to make these new products highly visible on the Internet and on social media. According to DUX, Olymel won in this category “because in TV and radio, a humorous tone democratizes the information for consumers, and, in this case, helps them to understand the difference between products made from natural nitrites and those free of nitrites, which is in itself a challenge.”



Photo caption :

Right: Chantale Desjardins, Olymel Brand Manager receiving a 2018 DUX Award in *Large Company Communications* category from Isabelle Marquis, nutritionist, marketing expert and member of the DUX Jury in the Communications category.

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 11,500 persons and has production and processing facilities in Québec, Ontario, Alberta, New Brunswick and Saskatchewan. Olymel exports nearly a third of its total sales. Its annual sales are on the order of \$3.2 billion. The company markets its products mainly under the Olymel, Lafleur and Flamingo brands. For additional information about the company, visit www.olymel.ca

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Sources:
Information:

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