



PRESS RELEASE

For immediate release

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Sunbites: an innovative new product from Lassonde Specialties.

Lassonde Specialties is announcing today the launch of its brand new food product: **Sunbites** Corn on the Cob, representing a small-scale sunshine revolution in Canadian kitchens.

A truly Canadian product available in the refrigerated produce section, **Sunbites** Corn on the Cob is cooked and vacuum packed on the day it is picked, for maximum freshness all year long. Its ingredient list contains one single delicious ingredient – sweet, crunchy corn!

This groundbreaking process is the result of more than two years of research and development, and was created by the Saint-Damase company to seal in the corn's freshness a few hours after it is harvested. This is a significant innovation, given that corn on the cob from places like Florida reaches our plates about four days after it is harvested, and that the taste of corn is at its peak within the first 24 hours.

"*Sunbites is a North American premiere that gives families a way to change up their menu by including Canadian corn on the cob on a regular basis, even in winter. With its convenient packaging and nutritional value, Sunbites fits right into the lifestyle of people looking for quick, healthy alternatives. Since healthy eating and shopping locally are becoming increasingly important consumer values, we have been warmly received by decision-makers at Canadian supermarket chains," states Stefano Bertolli, VP Communications at Lassonde Industries Inc.*

About Lassonde Specialties Inc.

Lassonde Specialties is a member of the Lassonde Industries family of companies. Since 1918, its core mission has been to develop, produce, and market high-quality food products. Among the company's most recognized products are fondue products sold under the Canton® brand (broths, fondue sauces, and chocolate fondues), Canton® marinades for meat and fish, New Coast® mussel broths, Antonella's® pasta sauces, Antico® organic and non-organic pasta sauces, pizza sauces, and olive oil, as well as Rougemont® and Madeleine® canned corn on the cob.

Lassonde Specialties' head office is located in Saint-Damase on Montreal's South Shore, with two plants in the Greater Montreal region (Saint-Damase and Boisbriand) and over 150 employees. It exports its products to many countries worldwide.

Media note: All information on the product is available at www.sunbites.ca.

Source: Lassonde Specialties Inc.

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