



PRESS RELEASE

For immediate release

Saint-Damase, QC, November 4, 2013

Sunbites: Corn on the cob that lets you bite into summer all year long.

Since dietitians play an active role in promoting healthy eating across Canada, we are pleased to introduce you to a newcomer in the refrigerated produce section in Canadian grocery stores.

Grown by Lassonde Specialties Inc., **Sunbites Corn on the Cob** is a truly Canadian product that's cooked and vacuum packed on the day it is harvested, for maximum freshness all year long. It contains only one single delicious ingredient—sweet, crunchy corn!

“We have been passionate about growing fruits and vegetables for Canadians since 1918. Sunbites is a North American premiere that we believe will revolutionize the consumption of corn, the country's sixth-most commonly eaten vegetable,” states Stefano Bertoli, VP Communications at Industries Lassonde Inc.

This represents 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 corn on the cob is at its peak the first 24 hours after being harvested.

“With its convenient packaging, families will be able to add some variety to their menus in both summer and winter,” adds Mr. Bertoli. “Sunbites is a handy, convenient food for lunchboxes, mealtimes, or a healthy snack.”

As well as the enclosed pamphlet, we have gathered all the information you'll need to discover Sunbites on a single website. Go to www.sunbites.ca, for a quick, bountiful harvest of video, photos, blog posts, and FAQs to get you up to speed.

Sunbites Corn on the Cob is grown by Canadian corn growers and is available now from Canadian food retailers.

Source: Lassonde Specialties Inc.

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