

Natrel®

NEW TO THE MARKET: TWO SPECIALTY BUTTERS

Natrel, known for its high-quality dairy products, launches Canada’s first lactose free butter along with an organic butter

Montreal, November 8th, 2016 – Natrel, the undisputed dairy market leader across several categories, continues to innovate with the launch of Canada’s first lactose free butter¹ in addition to an organic butter. Made of natural ingredients by Agropur, the only dairy cooperative to offer butter made with sea salt, Natrel’s latest products will surely become a butter lover’s dream thanks to their high-quality ingredients.

New speciality products

An absolute must for anyone who loves authentic taste – nothing beats real butter! That’s exactly why Natrel is launching two new butters, both available in 250 g format, aimed to please lactose-intolerant consumers as well as the ever-growing organic food category. In fact, Canada’s very first lactose free butter was developed to offer a new, appetizing butter option to 7 million lactose intolerant Canadians². Made with organic cream, Natrel’s new organic butter promises a creamy texture combined with rich taste!

	
<p>Lactose free Butter \$4.99 - available in Quebec, Ontario and Atlantic provinces</p>	<p>Organic Butter \$5.79 – available in Quebec and Ontario</p>

Natrel presents the Greatest Dessert Exchange

With the holidays fast approaching and just in time with the launch of its two new speciality butters, Natrel kicks off a campaign to spread joy this holiday season! Natrel invites consumers to make their favourite dessert with delicious Natrel products, its two new butters included, offer it to someone close to their heart, and encourage them to continue the dessert chain by doing the same for someone else! It’s a delicious way to celebrate the true values of the holidays. To help get things going, Natrel posted four traditional dessert recipes on its website. To participate in this scrumptious exchange, people are invited to visit Natrel’s Facebook page and share their holiday dessert creations with the hashtag #NatrelDessertExchange. In the spirit of giving, Natrel will donate 25 cents to the Breakfast Club of Canada for each share of its official Natrel Greatest Dessert Exchange post.

About Natrel

As a leader in the dairy industry, Natrel is a modern and committed national brand that likes to innovate and set trends. With its range of products, strategic associations and newly opened Milk Bar by java u, Natrel allows consumers to enjoy an enthusiastic and delicious dairy life. Natrel is a symbol of quality, and it recently topped the list of the most trusted dairy brand in Canada in the 2015 Peter B. Gustavson national study by the University of Victoria. Natrel is a source of pride for the 3,473 member-owners of Agropur Cooperative, Canada Operations, which offers an extensive line of brands, including OKA, iögo and BiPro.

-30-

Source:
Agropur Cooperative

Press Relations:
Sophia Scaletta | BICOM Communications
sscaletta@bicom.ca | 514 223-6770

¹ First lactose free butter made with sea salt and lactose free cream available on the Canadian market.

² <http://cdhf.ca/en/disorders/lactose-intolerance/section/overview>