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biologique  
organic



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## ORGANIZATIONAL ANNOUNCEMENT

Dear business partners and valued customers,

**Theobroma Chocolat™** is very pleased to announce that **Helen Pike** has joined the team in the newly created position of Director of Sales and Marketing. In this new role Helen will work closely with our internal team as well as with our brokers, distributors and customers in the continued expansion of the **Theobroma Chocolat™** brand within Canada and around the world.

Helen brings with her over 30 years of experience in the Canadian food industry. Her most recent role was as Regional Manager – Canada for Pladis (Godiva/Carr's/McVitie's). Prior to that she spent 28 years with Tree of Life Canada holding various positions including Vice President of Marketing, Vice President of Channel Development and Director of Category Management - Confectionary for North America.

**Theobroma Chocolat™** is one of the leading Fair Trade and Organic Chocolates in the Canadian marketplace. It is one of only a few family owned and operated Canadian companies dedicated to producing innovative, clean and clear label products. The DNA of the company is based on the promise of delivering an outstanding customer experience with each bite while respecting the health of its consumers and of the environment.

***Jean-René Lemire and Josée Vigneault Co-Presidents & Co-founders confirm; " The experience of Ms. Helen Pike in the North American confectionary and natural & speciality food channels arena will provide additional experience and leadership to our existing talented team ". Ms. Pike will be a key component in our Canadian market customer focus development. This exciting nomination will optimize our focus, execution and synchronization in all levels of trade, ultimately bringing more value to our loyal customers by maximizing consumer experience at retail level in Canada, specialty & grocery channels". Please join us in welcoming Ms. Pike in her new role.***

Helen Pike can be reached at [Helen.Pike@vigneaultchocolatier.com](mailto:Helen.Pike@vigneaultchocolatier.com) ; Telephone: 416-436-4038.

Kind regards,

THEOBROMA CHOCOLAT  
Co-President & Co-Founder  
Jean-René Lemire

THEOBROMA CHOCOLAT  
Co-President & Co-Founder  
Josée Vigneault