



PRESS RELEASE
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Bonduelle recognized for its groundbreaking InFlavor process at ADRIQ's Gala des Prix Innovation

Montreal, Quebec, November 27, 2018 – Undisputed leader of the processed vegetable industry, established in over 100 countries, Bonduelle received the Innovation Grande Entreprise award for its revolutionary InFlavor process during the 28th Gala des Prix Innovation of the *Association pour le développement de la recherche et de l'innovation du Québec (ADRIQ)*¹ that took place on November 22. For 40 years, ADRIQ and its *Réseau-conseil en technologie et en innovation*² (ADRIQ-RCTi) have led a vast network of businesses and institutions supporting research and technological innovation.

“We are very proud to win this award recognizing the excellent work of our R&D teams and many partners in developing InFlavor, a revolutionary process within the industry that makes frozen vegetables just as delicious as fresh,” said Christian Malenfant, Vice-President, Marketing at Bonduelle, for the Long Life division in the Americas.

Bonduelle would like to thank its many partners who contributed to InFlavor's elaboration and success through the various stages of testing and development:

- **Agriculture and Agri-Food Canada (AgriInnovate Program)** and Quebec's Ministry of Agriculture, Fisheries and Food for their financial support
- **Saint-Hyacinthe** Research and Development Centre for its involvement
- **Air Product** for its help in developing the freezing process
- **EnWave** for the conception of the production process and module
- **Cintech Agroalimentaire**
- **ADRIQ**

Developed by Bonduelle's R&D teams, InFlavor is a controlled dehydration process during which the vegetables' water content is reduced before freezing to preserve their organoleptic properties. InFlavor is an exciting innovation that appeals to both the general public and food professionals.

Freezing vegetables with high water content, such as mushrooms, bell peppers and onions, constituted a real challenge until now, because their texture, appearance and taste were significantly altered by the water naturally released when they were thawed, thus preventing many vegetable varieties from being offered on the frozen market.

¹ ADRIQ : Association for the Development of Research and Innovation of Quebec

² Technology and Innovation Advisory Network



From left to right: Charles Despins, Director, Academic affairs, Research and Partnerships, École de technologie supérieure | Christian Malenfant, Vice-President, Marketing, Bonduelle | Michel Casgrain, Project Director, R&D, Bonduelle | Pierre Fitzgibbon, Minister of Economy and Innovation | Pascal Monette, CEO, ADRIQ

About Bonduelle

Founded in 1853, Bonduelle’s mission is to become a “world leader advocating wellness through a plant-based diet.” The group diversified its operations and increased its geographic reach. Bonduelle is well established in America, with over 3000 collaborators, and a large number of processing facilities, including 8 in Canada, 4 in the United States and 1 in Brazil, where frozen and canned vegetables, as well as a range of sauces, baked beans, beans, soups and a new line of fresh salad bowls are processed. In addition to manufacture products sold to large retailers, the American subsidiary also markets vegetables under its own brand names such as Bonduelle, Arctic Gardens, Del Monte and Graves in Canada.

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For more information, to obtain photos or schedule an interview:

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