

## Press Release

For Immediate Release

Montreal, September 1st, 2025

### **La Fourmi Bionique Inc. Partners with iLevel Management to Support its Distribution Expansion in Canada**

Canada, September 1<sup>st</sup>, 2025 – La Fourmi Bionique Inc. (branded as La Fourmi) is seeking to expand distribution in Canada by partnering with iLevel Management who will be acting as La Fourmi’s sales broker to Natural Health Food, Grocery, Mass Merchandise and Drug Stores in Canada. The team at La Fourmi is pleased to be working with iLevel’s sales team to accelerate the sales of La Fourmi’s granola products across the Canadian market.

“As we continue to build excitement and momentum around the La Fourmi brand, iLevel Management’s vast experience and perspective in building and scaling established brands will be invaluable to help grow our Grand Granola and Nutbrown granola ranges in the Canadian mass retail and establish a strong presence similar to the success we have achieved in Quebec,”

Geneviève Gagnon, Owner and founder.

“As plant-based diets and a strong focus on health and wellness continue to become more mainstream in Canada and beyond, La Fourmi still has tremendous growth potential in the better-for-you cereal category in Canada,” Jimmy Vaid, President.

#### **About La Fourmi Bionique Inc.**

Since 2004, La Fourmi Bionique has been producing a range of gourmet cereals in Montreal using natural and organic ingredients, primarily sourced from Canada growers. The company’s products are widely distributed in the food retail in Quebec. La Fourmi, known for its gourmet granola blends with premium chocolates and natural herbs, rapidly took over the grocery aisles in Quebec as a category disruptor over two decades ago with unprecedented traction since.

#### **More information:**

[www.lafourmi.ca](http://www.lafourmi.ca)

<https://www.instagram.com/lafourmibionique/>

<https://www.facebook.com/FourmiBionique/>

#### **About iLevel Management Inc. ([www.ilevelmanagement.ca](http://www.ilevelmanagement.ca))**

iLevel Management, Inc., opened its doors in 2013. Its core principles are centered on innovation, integration and invigoration of its brands and marketing strategies. Implementing custom technologies into everyday business operations allows their brands to receive detailed information that is retailer driven and has long-term plans for success.

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