



Press Release

New trendsetting line Announcing Canton brand soups!

(*St Damase, July 2009*) – Lassonde Specialties proudly announces the addition of a delectable lineup of six, ready-to-serve soups to the company's food cupboard. Flavours include: *Potato Chowder and Grilled Corn* with Romano beans, *White Mushrooms and Grilled Onions*, *Butternut Squash and Grilled Onions*, *Tomato, Carrot and Zucchini* with Romano beans, *French Onion Soup*, and *Tomato and Pesto* with fine herbs.

With Canton, soup becomes trendy

Decidedly contemporary, the new lineup of *Canton Soups* comes in convenient, readily identifiable, eco-friendly pouches. Comfort food as delectable as it is refined, genuinely fresh and wholesome Canton soups are made from creative recipes using premium quality ingredients. They contain no preservatives and are produced by a well established, Québec-based company.

“Being locals ourselves, we are well poised to understand the expectations of Québec consumers and make available to them convenient, good-tasting, ethically packaged products made with only the finest ingredients,” explained Bernard Bélanger, General Manager, National Brands with Lassonde Specialties, which is also know for its line of Canton brand fondue broths and sauces.

Canton Soups provide consumers with a signature blend of quality, convenience, culinary variety and ... deep satisfaction. The six recipes feature an appetizing mélange of gourmet combinations prepared with ingredients of choice, including real cream, pesto, wine, legumes and large chunks of vegetables. The result is a line of wholesome, hearty delights. Simply heat for a few minutes on the stove or in a microwave oven to bring out the distinctive flavours of each individual soup. Some varieties, *Butternut Squash and Grilled Onions* in particular, are delicious served chilled.

Canton Soups are certain to satisfy consumers in search of healthy, nutritional foods. Generally low in fat, they represent a source of vitamins and minerals, contain no preservatives, and most are gluten free. In addition, advanced packaging technology makes it possible to preserve product flavours and nutritional value for up to two years without the need for refrigeration.

Convenient, ethical packaging

Canton Soups are packaged in recyclable aluminium pouches which weigh less than 10 grams and are less than 1 mm thick when empty; this significantly reduces the amount of energy required for transport. Strong, lightweight and compact, these innovative pouches make *Canton Soups* ideal for consumption outside the home such as the office, school or outdoors.

Availability and pricing

Canton Soups are available in 500 ml pouches (2 individual portions or 1 meal-in-one single portion). Sold in some 800 grocery stores across Québec, they can be found in the soup section at the suggested retail price of \$3.29 each. For further details, log on to the Lassonde Specialties website at www.specialiteslassonde.com or call us at 1 866 552-7643.

About Lassonde Specialties

Lassonde Specialties is part of the Lassonde Industries family of companies, developing, manufacturing and marketing high quality food products since 1918. Sold mainly under the CANTON brand, products include a variety of fondue broths and sauces, as well as ChocoFondue, Brunch Beans, ready-to-serve sauces and gravies, beans in sauce, and soups. Canadian Club BBQ Sauces and Rougemont, Madeleine and Mont Rouge canned corn on the cob are also part of the Lassonde Specialties lineup. Headquartered at St Damase on the south shore of Montréal, the firm employs over 100 people and exports production to many countries worldwide.

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Media Note: *Canton Soups* are available for viewing on :

<http://www.specialiteslassonde.com/autres/presse.asp>

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