



**PRESS RELEASE  
FOR IMMEDIATE PUBLICATION**

**FRUIT D'OR AND BLEUETS MISTASSINI LTÉE. ANNOUNCE AN IMPORTANT  
STRATEGIC PARTNERSHIP**

- Two Quebec leaders in berry processing join forces to strengthen their global competitiveness -

**Villeroy and Dolbeau-Mistassini, August 13, 2018** - Martin Le Moine, president of Fruit d'Or, and Réjean Fortin, president of Bleuets Mistassini Group, are pleased to announce an agreement with Fruit d'Or for a majority holding in Bleuets Mistassini and Bleuets Nordic companies. The merger of two leaders in the berry processing industry will accelerate the development of both companies, particularly in the international market.

The two Quebec groups will use their complementary expertise and passion to develop synergies and create new growth opportunities, notably by investing to increase capacity and remaining at the forefront of technology on the international scene.

The management of Bleuets Mistassini's activities and operations will continue to be handled by the Fortin family and the team currently in place in Dolbeau-Mistassini, while Martin Le Moine will take on the management of the unified entity.

**Quotes**

"This partnership between Fruit d'Or and Bleuets Mistassini marks a turning point in the history of both companies. Our two groups share values and a common vision in terms of excellence of products and practices, but also in our development projects. Our agreement with the Fortin family demonstrates our commitment to strengthening our position in a highly competitive industry and opening new horizons on a global scale."

Martin Le Moine, president, Fruit d'Or

"I am thrilled to see two Quebec family businesses join forces. With this union, we will be able to accelerate our investments in order to ensure ever more efficient service to our customers and producers and to bring the best quality berries to consumers in Quebec and around the world."

Réjean Fortin, president, Bleuets Mistassini Group



### **Salient facts**

- Fruit d'Or and Bleuets Mistassini conclude an agreement for a majority holding by Fruit d'Or in Bleuets Mistassini and Bleuets Nordic.
- The partnership brings together two leaders in the berry processing industry to accelerate their development, particularly in the international market.
- The combined expertise and strengths of both groups will create synergies and new growth opportunities and allow investments in technology.
- The management of Bleuets Mistassini's activities and operations will continue to be handled by the Fortin family, while existing relationships and agreements with customers and suppliers of Fruits d'Or and Bleuets Mistassini will remain unchanged.

### **About Fruit d'Or**

Founded in 2000, Fruit d'Or processes and promotes Quebec berries, including cranberries and wild blueberries. It is the world leader in organic cranberry processing. The company, based in Villeroy, Centre-du-Québec, is known for its whole, dried cranberry products and its apple-juice-infused dried berries. Fruit d'Or sources its products from Quebec producers and exports them to over 50 countries. Its wide range of products is intended for food processing, the nutraceutical market and consumers. Patience Fruit & Co, launched in 2015, is now the leading brand in organic products for consumers. For more information, visit [www.fruit-dor.ca](http://www.fruit-dor.ca).

### **About Bleuets Mistassini**

Founded in 1989 by Jean-Marie Fortin, Bleuets Mistassini Ltée. is located in Dolbeau-Mistassini, north of Saguenay-Lac-Saint-Jean – one of the most important regions in Canada for wild blueberry production and the North American leader in certified organic wild blueberries. The company specializes in the purchasing, processing, freezing and sale of conventional and organically grown wild blueberries. The company provides quality products and ensures year-round availability by producing over 30 million pounds (13,600 tonnes) of frozen wild blueberries annually. Bleuets Mistassini is the world's fourth-largest frozen wild blueberry processor and exports its products to over 30 countries around the globe. Its subsidiary, Bleuets Nordic, specializes in the production of dried wild blueberries. For more information, visit [www.bleuets-mistassini.com](http://www.bleuets-mistassini.com).

# Fruit d'Or

François St-Gelais

418-545-0098

[fst-gelais@tactconseil.ca](mailto:fst-gelais@tactconseil.ca)