



Fruit snack  
Collation aux fruits

# GOGO SQUEEZ TAKES OFF WITH THOUSANDS OF PARTICIPANTS IN THE GRAND DÉFI PIERRE LAVOIE CHALLENGE



**10,000 PURE FRUIT SQUEEZE  
WILL BE DISTRIBUTED TO YOUNG PEOPLE  
AND ATHLETES PARTICIPATING IN THE GRAND DÉFI**

**GOGO SQUEEZ** is proud to be associated with the 5<sup>th</sup> Grand Défi Pierre Lavoie, leaving from The Bay in Saguenay this Friday, June 14. As the official fruit drink sponsor, **GOGO SQUEEZ** will provide pure fruit squeezes to the 1000-km Grand Défi athletes, to the cyclists joining them in Quebec City for The Loop, and to the young people waiting at the Olympic stadium to greet the cyclists at the end of the 1000 km route.



“Our pure fruit squeezes provide athletes with the fast acting carbohydrates they need during the challenge. We are really proud to be able to contribute to their performance,” said Pierre-Marc Laforest, Vice-President of Sales for **GOGO SQUEEZ** Canada. “We’re sure they will appreciate the convenient format that makes it easy to consume even while they’re in motion.”

**GOGO SQUEEZ** is the equivalent of a serving of fresh fruit, BPA and phthalate-free, in a practical, resealable and compressible container. Each squeeze contains about 60 calories, 13 g of carbohydrates, 2 g of fibre, no fat, no cholesterol and no conservatives.



## ABOUT MATERNE

Established is what is known as the apple country in Picardy, France, Materne is the world leader in fruit transformation. Innovation is at the heart of the company with **GOGO SQUEEZ** being its latest fruit snack category, which completely revolutionized the traditional applesauce market. Its squeezable pouch filled with 100% applesauce delights young and old in more than 30 countries and is the top-selling product in its category in Canada, the United States and France. The **GOGO SQUEEZ** collection comes in Canada in 6 flavours, all 100% fruit and 100% playful.



Images, samples, interviews and additional information:  
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