

GOGO SQUEEZ NOW AVAILABLE IN TWO NEW FLAVOURS: APPLE-PEAR AND APPLE-GRAPE

Number one in the snack pouch category, **GoGo squeeZ** adds two new flavours to its applesauce lineup, now offering the largest assortment of any brand on the market.

With this launch, **GoGo squeeZ** applesauce pouches, 100% fruit with no added sugar, now come in 8 flavours with the addition of Apple-Pear and Apple-Grape, both of which have had a resounding success since their launch in the United States and in France.

CONCLUSIVE RESULTS FOR TWO FLAVOURS APPRECIATED BY KIDS AND THEIR MOMS

Not only did these two flavours experience tremendous success abroad, Canadians are also fond of these additions to the **GoGo squeeZ** assortment: the delicate sweet and smooth taste of pear makes it a favourite with kids, while the refreshing flavour of grape will please any child.

A recent series of tasting tests and groups confirmed it: 2 out of 3 moms said they loved Apple-Pear **GoGo squeeZ**, and 3 out of 4 expressed their appreciation for the new Apple-Grape flavour!

And now with a choice of 8 flavours, they're sure to please any mother seeking variety in lunch boxes and hoping to introduce new fruits to their children.

GREAT NUTRITIONAL VALUE AND NEW EASY TO USE HELI'CAP

Still gluten free, with no artificial flavours or preservatives and with only 60 calories per pouch, **GoGo squeeZ** snacks are recognized for their great nutritional value, but also because they are fun and convenient. It's no surprise that both kids and their parents approve of it.

In addition, **GoGo squeeZ** pouches are now more practical than ever, thanks to their new heli'cap with wings, resealable and even easier to open with little hands. It's just more fun!

EXCEPTIONAL SALES

With these 2 new flavours, **GoGo squeeZ** will reinforce its position as market leader in squeezable applesauce. The brand has led this category since its launch in 2009. Today, with 40% of the category, **GoGo squeeZ**, with its ability to innovate, has moved well ahead of its competitors.

PTPA SEAL OF APPROVAL

GoGo squeeZ is also proud to have received the PTPA (Parent Tested Parent Approved) seal of approval this year. This award shows once again that parents recognize **GoGo squeeZ** as a healthy, practical choice for their children. Several of them noted the ingenuity of the packaging, which is great on the go and convenient and fun. Some parents also commented that the nutritional value of the product won them over. Not to mention that kids love the taste.

When assessing **GoGo squeeZ** products for PTPA, one mother reported: "My daughter loved it and kept asking for more, which says a lot in our home!"



GoGo squeeZ 90 g pouches are sold in 4-packs, at an average price of \$2.99 in major retailers across Canada.

ABOUT MATERNE

Materne Canada is a subsidiary of the MOM Materne-Mont Blanc Group, a world leader in squeezable snacks, with more than 3 billion pouches consumed in over 30 countries since 1998. **Materne Canada** distributes the brands **GoGo squeeZ** and **Puddin' squeeZ**. The company focuses on innovation in packaging and recipes that are healthy, varied and respectful of natural flavours, without preservatives, artificial colour or artificial flavour.

For more information, please visit GoGosqueeZ.ca