



Fruit snack
Collation aux fruits

GOGO SQUEEZ, 100% FRUITS, 100% PLAYFUL: THE SIMPLE, HEALTHY SOLUTION FOR BUSY PARENTS

Providing an essential serving of 100% natural fruit, **GOGO SQUEEZ** fruit squeezers delight the kids and make life easier for their parents. The convenient, resealable fruit pouch contains a single serving of delicious applesauce. The package is fun, clever, sturdy and easy for kids to use. **GOGO SQUEEZ** is the perfect, practical snack for any occasion, fitting easily into lunch bags or boxes. It's a 100% playful, squeezable, simple and healthy solution perfectly suited to the busy lives and varied activities of today's families.

100% NATURAL, HEALTHY FRUIT SQUEEZERS IN 6 DELICIOUS FLAVOURS

The **GOGO SQUEEZ** collection has 6 fruit flavours: apple, apple strawberry, apple banana, apple peach, apple mango and apple berries. They are entirely natural, made from 100% premium quality fruit, certified kosher, gluten-free and with no added sugar, artificial flavour, colour or preservatives. Sold in multiple formats at major grocery chains across Canada, **they retail between CAN \$2.99 and CAN \$3.49 for a 4-pack and \$7.99 for a 16-pack of 90 g pouches** at Costco, they are sure to please the entire family.

A RESOUNDING SUCCESS IN THE UNITED STATES:

The arrival of **GOGO SQUEEZ** in Quebec grocery stores follows the brands tremendous success on the US market where Materne, producer of **GOGO SQUEEZ**, has become the leading manufacturer of fruit squeezers in North America. The company's retail sales in the US soared to nearly \$100 million in just two years. "There is a real demand from parents for healthy products that they can feel totally confident giving to their children. **GOGO SQUEEZ** is perfect for lunch boxes, family outings to the mountains and the beach, or wherever their activities take them. We are all set to repeat the success of **GOGO SQUEEZ** in the US, and so far, the response of retailers and consumers here has been very positive," said Pierre-Marc Laforest, Vice-President, Canadian Sales.

GOGO SQUEEZ: HEALTHY SNACKS FOR THE WORLD MARKET

Sold in France as Pom'Potes, **GOGO SQUEEZ** fruit squeezers are marketed by the French company Materne in more than 30 countries around the world.



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