



Fruit snack
Collation aux fruits

AFTER A RESOUNDING SUCCESS IN MORE THAN 30 COUNTRIES, THE CONVENIENT, HEALTHY SNACK FAVOURED BY PARENTS AND KIDS IS ALREADY LEADING ITS CATEGORY IN CANADA.

GOGO SQUEEZ is the new 100% fruits, 100% playful snack for the entire family, with nutrients recommended by nutritionists, a natural fruity flavour without added sugar, and the equivalent of one fruit serving – or a small apple – in **EATING WELL WITH CANADA'S FOOD GUIDE**. It comes in a practical, resealable pouch for children and adults that fits easily into a lunch box, a gym bag, a school bag, or a desk drawer for that 3 p.m. slump.

PERFECT FRUIT SQUEEZERS

GOGO SQUEEZ fruit squeezers offer all the benefits of pure fruit: no added sugar, colour, preservatives or gluten, and none of the most common food allergens (nuts, soy, milk, eggs, wheat, peanuts, fish and seafood). That makes them a 10 for the school lunchbox!

GOGO SQUEEZ: A HEALTHY TREAT FOR KIDS

No more fruit crushed at the bottom of the school bag or tossed in the trash: **GOGO SQUEEZ** is the equivalent of fresh fruit in a practical, squeezable pouch that's free of BPA and phthalates (harmful chemicals found in some plastics). These attractive containers make this tasty fruit desert a pure pleasure: children can easily unscrew the cap and eat the fruit squeezer at their own pace. No dish or spoon to take home, no cover, no mess!

... AND A PRACTICAL PICK-ME-UP FOR ADULTS

Instead of a fat-laden muffin or a granola bar crumbling on your clothes and the office carpet, now there's a better option: a **GOGO SQUEEZ** pure fruit squeezer with no added sugar, perfect for taking the edge off your appetite before lunch, a quick breakfast in the car, or on the way to the gym after work. Bring along **GOGO SQUEEZ** when you go hiking, skiing or camping, in the car or on the bus, on walks or picnics. It's the new ultra-convenient, ultra-nutritious snack. No need for a spoon or a napkin, and no bulky container: just unscrew the cap and enjoy. And as an added bonus, it has just 60 calories, 2 g of fibre, no fat and no cholesterol.

A RESOUNDING SUCCESS IN THE UNITED STATES AND EUROPE

Although **GOGO SQUEEZ** is a recent arrival here, it already has 52% of the Canadian market share in its category, following its truly remarkable sales in the United States (55% market share) and France (49% market share). The secret of its success: total respect for fresh fruit, retained nutritional value and a practical container that can go almost anywhere. **GOGO SQUEEZ** has all it takes to achieve the same popularity in Canada.

ABOUT GOGO SQUEEZ

The **GOGO SQUEEZ** collection comes in 6 flavours, all 100% fruits, 100% playful. Sold in multiple formats at major grocery chains across Canada, **they cost between CAN \$2.99 and \$3.49 for a 4-pack and \$7.99 for a 16-pack of 90 g pouches.**

