



REAL FRUIT PLEASURE SINCE 1881

MATERNE was established in Belgium in 1881 as a family business, with founder Edouard Materne, his wife Julie and their five children producing jams from their home. Their products became tremendously popular, and in 1923, the business moved from the family kitchen to a factory in France's Picardy region. Picardy is apple country, which enabled MATERNE to expand while staying true to its basic values: a profound respect for fruit and a desire to create the most natural products possible.

1998: THE BIRTH OF POM'POTES IN FRANCE

An innovation that has become part of daily life for millions of children across Europe would make MATERNE one of the most dynamic food manufacturers in France: applesauce in a squeezable pouch, marketed as Pom'Potes. These delightful little pouches were an instant success. They totally revolutionized the traditional applesauce market and created a new fruit snack category.

THE TASTE OF REAL FRUIT IN EUROPE AND AROUND THE WORLD

With the success of its products, MATERNE sought partners to pursue its growth. The Danone Group responded and became owner of the company for several years. In 2006, MATERNE regained its autonomy and merged with Mont Blanc (a well-known French pudding manufacturer) to form the MOM GROUP. There were also successive infusions of capital from several investment companies, including, most recently, LBO France, enabling MOM to conquer other markets around the world.

In 2008, MATERNE launched its little fruit pouches under the brand GOGO SQUEEZ in the United States, where, once again, they created a sensation. GOGO SQUEEZ is also the brand name in Canada. These 100% fruit squeezers now delight young and old in more than 30 countries. In 2012, they were the top-selling product in their category, with 52% of the market share in Canada (nearly \$10 million), 55% in the United States (nearly \$100 million), and 49% in France (\$200 million).

The GOGO SQUEEZ collection comes in 6 flavours, all 100% fruits and 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.

