



PRESS RELEASE

For immediate release

NUTRI BRAND'S PICKLED EGGS IN SEASONED VINEGAR WIN A *PRIX INNOVATION EN ALIMENTATION 2024*

Saint-Hyacinthe, November 22, 2024. – We are proud to announce that we won the *Prix Innovation en alimentation 2024* awarded by the *Conseil de la transformation alimentaire du Québec (CTAQ)* in the New or Improved Products – Animal Protein category. This prestigious recognition goes to our pickled eggs in seasoned vinegar, a product launched last August.

This new product embodies Nutri Group's and its joint venture Supreme Egg Products' commitment to offer consumers healthy, simple and tasty options that meet today's needs for a balanced diet. The team is proud to contribute to a healthy, high-protein diet for our people. This project also reflects the determination and heritage of its farmer-owners, who share the deep conviction that eggs are a “perfect” food.

“This award recognizes the hard work and dedication of our teams, whose talent and rigor are Nutri Group's strength,” said Sébastien Léveillé, CEO of Nutri Group. “We extend our warmest thanks to all our employees, who put their expertise and passion at the service of our mission every day. A special mention goes to the teams who contributed to the development and launch of this innovative product. Their remarkable work reflects the excellence and creativity that drive our organization.”

Nutri Group would also like to congratulate all the finalists and winners of this year's Gala, who reflect the dynamism and innovation of Quebec's food industry. A warm thank you to the CTAQ, whose commitment recognizes the work of these companies and promotes their successes beyond borders.

Nutri's pickled eggs in seasoned vinegar are available in IGA stores in Québec, as well as in Sobeys stores in Ontario and across the Atlantic provinces.

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About Nutri Group

Nutri Group is a Quebec farmer-owned company. Since 1987, the business has grown to become Canada's second-largest egg grader. Every year, we produce, grade, process and market over 2.4 billion regular, free run, organic, specialty and processed eggs through our joint venture, Supreme Egg Products, and make them available to our retail, institutional, commercial and industrial customers.



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