



Media Release

Awards for Emmi Canada

Emmi FONDÜ All-in-One wins two prestigious awards in Canada

BOUCHERVILLE, Québec, June 8th, 2016 – Less than a year after its introduction, Emmi FONDÜ All-in-One was awarded twice at the 2015 Canadian Grand Prix New Product Awards contest.

Emmi Canada is extremely proud to announce that its new innovative product, Emmi FONDÜ All-in-One, has WON two prestigious awards at the 2015 Canadian Grand Prix New Product Awards contest. More specifically, the trendsetter won the 2015 best new product award in the Deli Cheese and Meat category and the 2015 Best Innovation and Originality Award, out of about 100 new products entered among all categories.

Genevieve Bernier, Marketing Director from Emmi Canada comments : “We are honoured to be rewarded by such a prestigious and renowned contest in Canada. The awards are clear evidence that we managed to launch a product which perfectly matches consumers orientation and great taste”.

Emmi FONDÜ All-in-One has been introduced in 2015 in order to meet the needs of cheese lovers and young families who are often short of time and looking for quick, convenient and fun solutions to enhance their meals and evenings, without compromising the taste.

This new-to-the-world concept allows to address barriers to the traditional fondue usage with its all-in-one packaging, which includes a metal container with 400g of Swiss cheese, a reusable holder and a candlelight. Without artificial flavor, gluten and lactose free, the world’s easiest-to-make Swiss fondue is ready in only 7 minutes in the microwave, making it ready-to-serve with no mess, no fuss. All equipment and packaging are recyclable.

Emmi Canada was one of 18 winning branded products that was awarded a 2015 New Products Awards at the Canada's biggest retail event, The Retail Council Contest, held at the Toronto Congress Center on June 1st, 2016.

For more information on the new Emmi FONDÜ All-in-One concept, please visit www.emmifondu.ca or the corporate web site at www.emmi.com/ca.

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About Emmi Canada

Emmi Canada, a subsidiary of Switzerland based Emmi Group, is a leading provider of specialty cheeses. The expansive portfolio includes award-winning cheeses, such as Kaltbach™ Le Gruyere Cave-aged (www.emmi-kaltbach.com/ca), winner at the 2014 World Championship Cheese Contest. Tradition and innovation balance perfectly to deliver distinctive offerings of the highest quality to the retail and foodservice trades. Founded in April 2015, Emmi Canada employs 20 people in sales, marketing, finance and logistic departments.

About Emmi

Emmi is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. In Switzerland, the company focuses on the development, production and marketing of a full range of dairy and fresh products as well as the production, ageing and trade of primarily Swiss cheeses. Outside Switzerland, Emmi concentrates on brand concepts and specialities in established European and North American markets, and increasingly in emerging markets outside of Europe. In the cheese business, Emmi positions itself as the leading company worldwide for Swiss cheese. Emmi's customers are the retail trade, the hospitality and food service sector and the food industry.

In Switzerland, the Emmi Group includes around 25 production sites of every size. Abroad, Emmi and its subsidiaries have a presence in 13 countries, seven of which have production facilities. Emmi exports products from Switzerland to around 60 countries.

In 2015, Emmi posted net sales of CHF 3,214 million and a net profit of CHF 120 million. The company employs around 5,400 staff (full-time equivalents), of which 3,000 in Switzerland.

