



Press Release  
For immediate release

## THE CREAM OF THE QUEBEC FOOD INDUSTRY RECOGNIZED AT THE 2015 DUX GALA

Montreal—The third edition of the DUX Gala took place on Wednesday, January 21. Broadcast live from Bonsecours Market on the FOODINFO.TV website, the event was hosted by presenter Marie-Soleil Michon and food marketing expert Jordan Lebel. In all, 17 prizes and three honourable mentions were awarded to companies offering better food products or menu options as well as organizations that ran communication campaigns or other initiatives focused on healthier eating.

Over 400 food industry professionals took part in the event, which brought together top leaders throughout the production chain (producers, processors, retailers, distributors, restaurants, food service providers, NPOs, institutions, etc.).

“The DUX Gala provides an opportunity for everyone to get together, give each other a pat on the back and continue their work in encouraging the public to make healthier eating choices. We would like to offer my heartfelt thanks to all the producers, advertisers, communicators, distributors and retailers who have chosen to embody the values of DUX by making well-being and healthy habits a central part of their development and initiatives,” noted Lyne Gosselin, DUX program spokesperson and president of EDIKOM.

Awards were handed out to companies and organizations in three broad categories: Products, Communications and Projects. A new feature this year was the presentation of WINNING PRECURSORS awards to companies that have successfully distinguished themselves for more than two years by setting new standards thanks to the quality of a product or service they offer. In partnership with the Fondation J. Daniel Lachance, EDIKOM—the company behind the DUX initiative—also awarded a \$1,000 grant to an up-and-coming organization whose work and goals are aligned with those of the DUX program.

Entries submitted to the contest were judged by a separate jury made up of renowned food industry professionals for each category. To learn more about the members of the three juries, please visit the DUX program website.

### The 2015 DUX Gala finalists and winners are as follows:

#### PRODUCTS Category

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##### Improved Food Product: Small or medium Enterprise

**WINNING PRECURSOR:** Unisoya – Marinated Tofus

**WINNER:** Sélection du pâtissier – Nos équilibrés desserts

**FINALIST:** Solution Saveur Santé – Nutri-fibres bread

##### Improved Food Product: Large Company

**WINNING PRECURSOR:** General Mills Canada Corporation – Cheerios (32% less sodium)

**WINNER:** Arctic Gardens – Vegetables Mix

**FINALIST:** Bridor – 7 French Traditionnal Breads

**FINALIST:** Piller’s Fine Foods – Pillers simply free



### **New Food Product: Small or Medium Enterprise**

**WINNING PRECURSOR:** La Fourmi bionique – Gourmets Granolas

**WINNER:** Kilo solution – Lean Snack

**FINALIST:** Industrie gastronomique Cascajares – Boîte festive de dinde

### **New Food Product: Large Company**

**WINNER:** Olymel – Flamingo Quisine

### **New Menu: Small or Medium Enterprise**

**WINNING PRECURSOR:** Spa Eastman – Tonic Menu

### **Ingredients and Technology: Small or Medium Enterprise**

**WINNER:** NOVIDEV SANTÉ ACTIVE – VEGETALE INTELLIGENCE

**FINALIST:** Kefiplant – For its Herbal Fermentation Bioprocess

## **COMMUNICATIONS Category**

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### **Food Production, Transformation or Distribution: Large Company**

**WINNER:** Sobeys Quebec – For the campaign The Joy of Eating Better

**FINALIST:** General Mills Canada Corporation – For the campaign World without Dieting – Multi-Grain Cheerios

**FINALIST:** Metro – For the campaign My Healthy Plate with Metro

### **Restaurant and Food Services: Large company**

**SPECIAL MENTION:** MTY - Tutti Frutti – For the campaign Tutti Frutti takes care of you!

### **Corporate Association**

**WINNER:** Association québécoise de la distribution de fruits et légumes (Quebec Produce Marketing Association) – For the campaign Eat more fruits and vegetables, one serving at a time... one meal at a time!

## **PROJECTS Category**

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### **Non-profit Organizations**

**WINNING PRECURSOR:** Réseau des services à la petite enfance de l'est du Québec – For the project À nos marmites: 1, 2, 3... Santé!

**WINNER:** La tablée des chefs – For the project Les brigades culinaires



**FINALIST:** Association québécoise de la distribution de fruits et légumes (Quebec Produce Marketing Association) – For the Mandoline Fun kit

**FINALIST:** Dietitians of Canada – For the site and application Cookspiration/Cuisinidées

**SPECIAL MENTION:** Défi Jeunesse Québec inc. – For Moissonneurs Solidaires

### **Institutions**

**WINNER:** Institute of Nutrition and Functional Foods by Université Laval – For the daycamp Aliment'Terre

**FINALIST:** Concordia University – For its Healthy Executive modul of the John Molson School Executive MBA

**FINALIST:** Cégep Vanier – For improving the menu of the cafeteria

### **Commercial Food Enterprise: Large Company**

**SPECIAL MENTION:** Loblaw Companies ltd. – For the elimination of flavorings and artificial colors of all 4000 President's Choice products.

### **Public Vote: Products Category**

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Kilo Solution – Lean snacks

### **Public Vote: Communications Category**

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Sobeys Quebec – The Joy of Eating Better

### **Public Vote: Projects Category**

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EPICURE™ – Good Food. Real Fast.

### **EDIKOM Price (in collaboration with Fondation J.Daniel Lachance) – \$1 000**

Réseau des services à la petite enfance de l'est du Québec – À nos marmites: 1, 2, 3... Santé!

**TO VIEW THE 2015 DUX GALA, GO TO [FOODINFO.TV](http://FOODINFO.TV)  
TO SEE PHOTOS OF THE EVENT, GO TO [PROGRAMME.DUX.COM](http://PROGRAMME.DUX.COM)**

### **WHAT ARE DUX AND EDIKOM?**

DUX is a program that aims to motivate and mobilize initiatives that contribute in improving the health of young people and their families through food. The DUX Contest and Gala evening were put in place to promote the leading companies in the sector, as well as the people and organizations that help consumers eat better. The DUX program is organized by EDIKOM, a well known media group in Quebec's agri-food industry. (LE must, L'actualité ALIMENTAIRE, FOODINFO.TV, Le Magasin Général and LES PRIX GAÏA).



**DUX – CELEBRATING INITIATIVE!**  
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