

A top-down view of several pink roses and buds scattered on a light blue background. The roses are in various stages of bloom, with some showing yellow centers. Green leaves and buds are interspersed among the flowers.

MAISON
RIVIERA

WHEN DREAMS
MEET KNOW-HOW



Maison Riviera's excellence shines through in each of its creations. Building on its nearly century old reputation, Riviera has made European refinement a hallmark of its ultra-fresh products. Riviera's mission to be a trendsetter in the dairy industry rests on a treasured formula which brings together French inspiration, a selection of noble ingredients and a quest for succulent fruits.



A NEW LINE OF GREEK YOGURTS WITH REDUCED SUGAR CONTENT

Riviera has developed a new 0% M.F. Greek yogurt recipe with 40% less sugar, on average, when compared to most popular regular 0% M.F. Greek yogurts. A sophisticated lactose-free product, readily available to all health-conscious consumers.

This distinctive Riviera approach provides a healthy alternative to fruit or flavoured yogurts, helping reduce added sugar consumption, especially for those in search of dairy products with a low carbohydrate content and no food additives or sweeteners.

This line of low sugar content yogurts remains true to the Riviera savoir-faire. It will no doubt delight those who love products with a short, simple ingredient list and have taken the “clean label” to heart.



“ Riviera is constantly striving to lead the field in food trends. This is clearly demonstrated through this initiative, a direct continuity of our previous innovations, of offering a simple, natural product with 40% less sugar. In doing so, we are addressing the urgent need to reduce sugar consumption, a genuine health scourge. Nonetheless, one thing remains: our sugar-reduced recipe does not sacrifice taste in any way and will astound more than a few. ”

Martin Valiquette,
Director General of Maison Riviera

75 %

of consumers say they are actively looking to reduce their daily sugar intake.*

*According to an online Riviera survey of 2,165 respondents, carried out from September 15 through to October 17, 2017.

NEARLY A CENTURY'S WORTH OF KNOW-HOW



AWARDS AND DISTINCTIONS

Food Innovation Awards Food Processing Council of Quebec (Conseil de la transformation alimentaire du Québec, or CTAQ)	Canadian Grand Prix New Product Awards	Canadian Grand Prix New Product Awards	DUX Grand Prix	Food Innovation Awards Food Processing Council of Quebec (Conseil de la transformation alimentaire du Québec, or CTAQ)	DUX Grand Prix
Winner of: <i>New or Improved Products</i> Riviera Petit Pot and the Riviera Collection Parfait 2015 and 2016	Winner of: <i>Best Dairy Product Award</i> <i>Best Innovative Packaging Award</i> <i>Best All Canadian Product</i> Riviera Petit Pot 2015	Winner of: <i>Overall Consumer Value</i> GMO-free Riviera Yogurts 2016	Winner of: <i>The Improved product – Production, Food processing Enterprise (SME) Category</i> Riviera Collection Parfait 2017	Winner of: <i>National Bank Entrepreneurship Award</i> <i>New or Improved Products, Dairy Category</i> Line of 0% M.F., lactose-free, Riviera Greek Yogourt with less sugar 2017	Winner of: <i>Up-and-comer award, Special mention of the jury</i> Line of 0% M.F., lactose-free, Riviera Greek Yogourt with less sugar 2018



MAISON RIVIERA: A HISTORY IN THE MAKING INTRODUCING A NEW RECIPE WITH LESS SUGAR!

Riviera has been committed to significantly reducing the sugar content of its Greek yogurt, maintaining all the while its organoleptic properties without altering the mouthfeel. By improving on its recipe, Riviera has succeeded in preparing a product using nothing but naturally sweetened ripe fruits and natural flavours, while keeping the inimitable consistency of Greek yogurt intact.

Fruit handpicked by Italian master confectioners

The selected flavours originate from fruits carefully picked by Italian master confectioners. Blending perfectly with the smooth, generous texture of Greek yogurt, these high quality fruits help create a creamy yogurt with understated sweet notes.

The secret behind such smoothness? The painstaking selection of all fruits and their lengthy maceration to extract all their natural sugars. Thanks to these carefully chosen fruits, it is entirely unnecessary to add stevia or artificial sweeteners. These rich fruity flavours are all that's needed to uphold the pure and natural aspect of yogurt, such as we once knew it.

NATURAL FLAVOURS AT A GLANCE

The “natural flavour” label can only be used if every ingredient originates from nature itself - from a fruit for instance - by way of a process which does not alter its original state. Consequently, these flavours can only be submitted to approved transformations, such as extraction, distillation, torrefaction or fermentation. These traditional food preparation processes are accomplished through physical, enzymatic or microbiological methods, applied to the original raw materials themselves.*

* Canadian Food Inspection Agency

AN ENVIABLE NUTRITIONAL PROFILE

The smooth Greek yogurt with 40% less sugar comes in seven irresistible flavours: raspberry, mango, banana, orchard fruit, caramel, vanilla and plain. Not only is this new recipe fat-free, it also provides one significantly distinctive nutritional benefit: a sugar content 40% lower, on average, when compared to most popular regular 0% M.F. Greek yogurts.

This allegation is supported by external assessments carried out by AGAT Laboratories, an independent and accredited laboratory, in December 2017.

80 %

of all respondents report that sugar is one of the three main elements they take note of in the Nutrition Facts table.

PRODUCTS	TOTAL SUGAR (per 175 g serving)	
	Shown	Lab report
VANILLA		
% LESS SUGAR	41%	42%
Riviera Greek Yogourt, Vanilla, 40% less sugar, 0% M.F., lactose-free	11 g	11 g
Popular brand A - Greek yogurt, Vanilla, 0% M.F.	23 g	22 g
Popular brand B - Greek yogurt, Vanilla, 0% M.F.	14 g	19 g
Popular brand C - Greek yogurt, Vanilla, 0% M.F.	19 g	16 g
FRUIT FLAVOURS		
% LESS SUGAR	41%	57%
Riviera Greek Yogourt, Raspberry, 40% less sugar, 0% M.F., lactose-free	11 g	11 g
Popular brand A - Greek yogurt, Strawberry, 0% M.F.	19 g	25 g
Popular brand B - Greek yogurt, Peach-Mango, 0% M.F.	21 g	22 g
Popular brand C - Greek yogurt, Lemon, 0% M.F.	16 g	30 g

Note: Although these results demonstrate that our Greek yogurts with reduced sugar content show a reduction rate exceeding 40% on average, we decided on a more modest and reasonable rate to cover all flavours of our sugar-reduced line. Nutrition Facts tables for 100 g servings were converted to correspond to 175 g servings.

Made from fresh 0% M.F. skim milk, Riviera Greek Yogourt is low in carbohydrates but high in calcium (20% per serving) and proteins (18 g per 175 g serving for plain yogurt). This lactose-free line remains accessible to a larger pool of individuals, including those who are lactose intolerant.

It should also be noted that each serving contains 1 billion probiotic bacteria (Bifidobacterium Lactis, Lactobacillus Acidophilus and Lactobacillus Paracasei) which contribute to a healthy intestinal flora. These Greek yogurts are also low in sodium and cholesterol, with only 80 calories per 125 g container.

YOGURT, PURE AND SIMPLE. NO NEED FOR SWEETENERS!



Among all yogurt buying criteria, Riviera survey respondents listed reduced sugar (58%), no artificial flavours (53%) and no sweeteners (44%) as those most important.

The tweaked Greek yogurt with 40% less sugar recipe does not call for sweeteners, food colouring agents or artificial flavours. It was developed without added fructose, sucralose, stevia or any other sweetening agent generally used by the industry to enhance the taste of sugar.

SWEETENERS IN A NUTSHELL

Sweeteners, also known as fake sugars, are food additives designed to change the taste of food by infusing it with a sweeter flavour. They are largely used in food products to replace sucrose (table sugar). There are artificial sweeteners, resulting from transformations in laboratories, and natural sweeteners, extracted from plants. Artificial sweeteners include aspartame, saccharin and sucralose, while stevia is among a number of available natural sweeteners. It should be noted that these types of additives are not the same as sugars considered “natural”, such as cane sugar, agave nectar, maple syrup and honey.

Artificial sweeteners and stevia fuel this sugary taste and are not absorbed by the body as is the case with sugar. Nevertheless, a Canadian study has shown a link between artificial sweeteners and several health problems, namely long-term weight gain as well as an increased risk of obesity, diabetes, hypertension and cardiovascular diseases. *

*www.cmaj.ca/content/189/28/E929

“ It is common practice in the industry to use sweetening agents such as aspartame and stevia, or even to add fructose directly. This goes against our values, of offering pure, genuine and wholesome products! ”

Martin Valiquette,
Director General of Maison Riviera

WHAT IS STEVIA?

A small bush originally found in South America, stevia is grown commercially so as to extract the sweetening power of its leaves, which is then used as a food sweetener. Stevia is showcased as an alternative to aspartame and other artificial sweeteners such as acesulfame K, used in diet beverages.

Though regarded as a natural sweetener, stevia is not entirely harmless. It fuels our impulse to sweeten our food and, as it has a bitter licorice-like aftertaste, certain companies add other sugary ingredients to mask its flavour.

GREEK YOGURT WITH 40% LESS SUGAR: A MONUMENTAL ACHIEVEMENT

According to the Riviera survey, 98% of all respondents expressed an interest in a yogurt with a more subtle taste, but which would involve a sugar content reduced by 40%.

Considering the harmful effects of sugar overconsumption, consumer enthusiasm for products with less sugar is palpable. They are rethinking their eating habits and are willing to compromise and agree to a slightly lesser sugary taste.

In keeping with its values, Riviera has taken the lead by offering a yogurt which addresses these concerns. It hopes to encourage major players to follow suit by reassessing their preparations and substantially reducing the sugar content of their products.

The movement is well established in Europe. In the United Kingdom, the government has implemented a program to eliminate 200,000 tons of sugar from the British market by 2020. The objective of this government action plan is to significantly reduce childhood obesity by supporting healthier choices¹.

Bearing in mind that between 2012 and 2013, 31% of children and youth 5 to 17 years were overweight and obese, based on the body mass index (BMI), the food industry has an important role to play and Riviera is determined to lead the way².

According to a survey conducted by American dairy producer siggi's, 68% of respondents don't know what the recommended maximum daily sugar intake is³.

1. www.gov.uk/government/news/guidelines-on-reducing-sugar-in-food-published-for-industry

2. www.statcan.gc.ca/pub/82-625-x/2014001/article/14105-eng.htm

3. Survey Uncovers The Sugary Truth Behind Consumers' Knowledge Of The Sweet Stuff, July 2017, provided by Siggi's and Well+Good

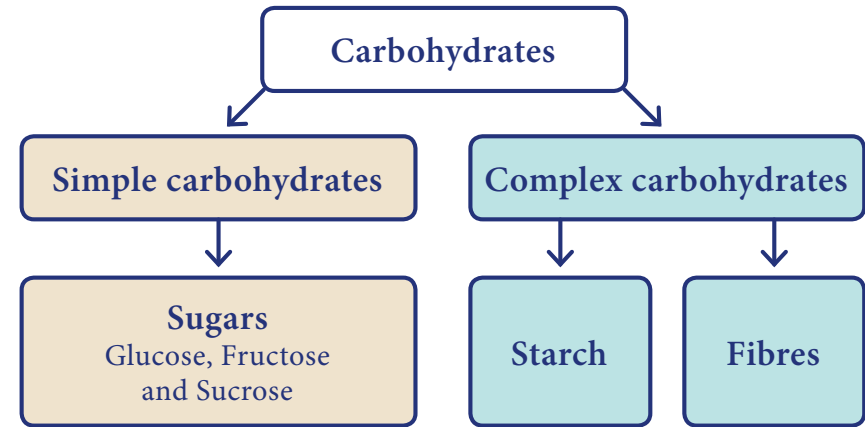
RIVIERA ACCOMPLISHMENTS :

- ◆ Maintained the cream-like **smoothness and roundness** in a 0% M.F. Greek yogurt, without the fat which would normally bring about this texture.
- ◆ Uncovered fruit preparations with a transformation process which has remained as natural as possible, so as to **retain every component of their original flavour** as well as the purity of their fruits.
- ◆ Carefully selected natural flavours that respect our standards – **without any artificial essence**.
- ◆ Worked to reduce **our environmental impact**. As our clientele has expressed a certain saturation as to the repurposing of the Petit Pot, we have substituted our glass containers for an identical plastic container.
- ◆ Worked in **collaboration** with Groupe Agéco and Éco Entreprises Québec (ÉEQ) to establish an environmentally responsible communication plan and began to transition towards 100% recyclable plastic containers, exclusively used for this line of products.

SIFTING THROUGH ALL THE INFORMATION: WHAT EXACTLY ARE SUGARS?

SUGARS AT A GLANCE

Sugars are included in the carbohydrates family, as with starch and fibres. Sugars and starch are absorbed by the body and provide us with the energy required to see to our daily activities, whether physical or mental, but the digestive system does not absorb or digest fibres. There are two categories of carbohydrates: simple sugars and complex sugars.



Simple sugars include, among others, glucose and fructose, which are both components of table sugar, whether white or “raw”. They are said to be simple because they are quickly digested and absorbed by the body. The provided energy will be short-lived. When the body is in urgent need of fuel, during an intense physical effort for instance, it calls on simple sugars.

The main sources of simple sugars are white and raw sugar, brown sugar, honey, glucose-fructose and maple syrups, agave nectar, coconut sugar, etc. White sugar and glucose-fructose syrup can be found in highly processed foods such as sugary drinks, desserts and sweets.

As for the fructose found in fruits, fibres slow its absorption. As there is no fibre content in fruit juices, sugars are absorbed almost as quickly as with any other sugary drink, even though they are naturally present.

Complex sugars include starch and fibres. Starch is absorbed at a slower rate than free sugars, especially when consumed in its unaltered form, such as in whole wheat. In cereals and starchy foods, fibres contribute to slowing down sugar absorption, and help maintain normal sugar and blood cholesterol levels. Fibres also help curb the appetite.

When longer-lasting energy is needed, the body relies on complex sugars. They are absorbed at a slower rate than simple sugars and consequently provide a more stable energy flow. If ingested in excess, they can be stored by the body to be used later. When practising endurance sports, complex sugar intake prior to physical activity is ideal.

MYTH OR REALITY?

It is preferable to opt for plain yogurt and then add a bit of sugar ourselves.

It depends. When adding a tablespoon of maple syrup to regular plain yogurt, the end result is a 14 g free sugar content. In Riviera fruit-based Greek yogurts with a reduced sugar content, a total of 11 g of sugar can be found in each banana-flavoured 175 g serving. Choosing a Riviera fruit yogurt with reduced sugar content is clearly a better option!

DID YOU KNOW?

White sugar, honey and maple syrup are essentially made of glucose and fructose, in varying proportions. Honey and maple syrup contain traces of nutriment; you would need to ingest truly impressive quantities of either to reap any of their benefits. That being said, they are all sources of high levels of sugar and should be enjoyed in moderation¹!

The World Health Organization (WHO) free sugars daily intake recommendation for an average adult is that it should not exceed 10% of the total energy intake, the equivalent of 50 g or 12 teaspoons. Needless to say, that isn't a lot considering that a single can of soft drink contains close to 40 g of free sugar².

DISTINGUISHING FREE SUGARS FROM NATURALLY OCCURRING SUGARS

According to the World Health Organization, free sugars include all sugars added to food by a producer, cook or consumer. The sugar found in honey, maple syrup, agave nectar, fruit juices and fruit juice concentrates are also considered as free sugars. These sweetening agents are generally added to food to produce a sweeter taste, improve texture and optimize the product's final result.

Naturally occurring sugars, such as milk lactose and the sugar found in whole, dried or frozen fruits, are not considered as free sugars².

Overconsumption of free sugars may lead to serious health consequences and may contribute to dental decay, obesity, type 2 diabetes, increased blood triglycerides and blood pressure and, in doing so, promote the development of cardiovascular diseases³.

Here are a few examples of **free sugars** which may appear on the ingredient list of numerous types of food:

- ◆ Brown sugar
- ◆ Sugarcane juice and cane sugar
- ◆ Corn syrup
- ◆ Raw sugar
- ◆ White sugar (sucrose)
- ◆ Dextrose
- ◆ Fructose
- ◆ Sucrose
- ◆ Glucose
- ◆ Honey
- ◆ Maltose (malt sugar)
- ◆ Molasses (a byproduct of the transformation of sugar cane into sugar)
- ◆ Maple syrup
- ◆ Palm syrup
- ◆ Agave

1. Health Canada's Canadian Nutrient File (CNF)

2. www.who.int/mediacentre/news/releases/2015/sugar-guideline/en/

3. Heart & Stroke Foundation, Position Statement, Sugar, heart disease and stroke



THE 40% LESS SUGAR RIVIERA LINE: ALL THAT'S BEST IN ONE SINGLE YOGURT

16 g protein per serving • Lactose-free • Rich in probiotics • No additives, no sweeteners



4 x 125 g



VANILLA RASPBERRY



500 g



PLAIN RASPBERRY BANANA MANGO ORCHARD FRUIT CARAMEL



750 g



PLAIN VANILLA

NEW FORMAT

The 125 g serving is now available in a 100% recyclable plastic container shaped exactly like the current glass container. Simply perfect for the daily enjoyment of Greek yogurt, without feeling guilty about throwing the glass container in the recycling bin.

WHERE TO FIND THEM

They are available throughout Quebec at IGA, Metro, Adonis and Avril Supermarche Sante. These products are available in Ontario at Whole Foods, Sobeys, Sobeys Urban Fresh, Foodland and Metro, and across Western Canada at Sobeys, Safeway, Choices Markets, Whole Foods, Buy-Low Foods and Nesters Market.

Suggested retail prices for Quebec and Ontario:
4 x 125 g - \$5.49 / 500 g - \$5.29 / 750 g - \$6.59

Suggested retail prices for Western Canada:
4 x 125 g - \$5.59 / 500 g - \$5.49 / 750 g - \$6.99



“ Riviera has succeeded in this ground-breaking undertaking. We take great pride in having created a 0% M.F. natural product and lowered its sugar content by 40% while still providing a pleasant round mouthfeel with a light, pleasant and fruity taste. An important first in the Canadian dairy sector, marking the start of a collective revolution in the agrifood community! ”

Nicolas David,
Director, Quality and Research and
Development, Maison Riviera

Reflecting their simplicity and authenticity, our Greek yogurts with 40% less sugar are easily recognizable, thanks to their discreet packaging, both refined and sophisticated.

THE REDUCED-SUGAR RIVIERA LINE: A HIGHLY PRAISED HEALTH INITIATIVE

The new line of 0% M.F. Greek yogurts with 40% less sugar demonstrates Riviera's commitment to helping the population reduce its sugar intake. Committed to providing consumers with the correct information and of adopting a rigorous approach, Riviera has collaborated with nutritionist Catherine Lefebvre to dispel the myths about sugar as well as its health effects.

Author of *Sucre, vérités et conséquences* (*Sugar, Truth and Consequences*, available in French only), the 2017 DUX Grand Prize winner in the Communications - Book and magazine Category and Silver award winner in the Culinary Narratives Category for French-language books at the 2017 Taste Canada Awards, nutritionist Catherine Lefebvre has been actively encouraging people to make healthier choices. Throughout her book, the author traces the history of sugar and explains how it found its way in our plates, and has now become prevalent in our daily lives.



“ Ultimately, the goal is not to eliminate sugar from our diet, but it is nevertheless time to reconsider our recipes and learn to appreciate food's true taste. It is to Maison Riviera's credit that it chose to position itself as a leader in this important movement for the population's health. Let us hope that this encourages producers of the major sources of free sugars found in our diet to do likewise as soon as possible. In the meantime, let's get cooking! ”

Catherine Lefebvre,
nutritionist

NUTRITION FACTS



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 110	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 65 MG	3%
CARBOHYDRATE 13 G	4%
FIBRE 1 G	4%
SUGARS 11 G	
PROTEIN 16 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, RASPBERRY PREPARATION (RASPBERRY PUREE, SUGAR, WATER, NATIVE CORN STARCH, NATURAL FLAVOURS, BLACK CARROT JUICE CONCENTRATE), MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 110	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 65 MG	3%
CARBOHYDRATE 13 G	4%
FIBRE 0 G	0%
SUGARS 11 G	
PROTEIN 16 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, VANILLA PREPARATION (WATER, SUGAR, NATURAL FLAVOUR, PECTIN, LEMON JUICE CONCENTRATE, LOCUST BEAN GUM, VANILLA EXTRACT), MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 110	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 65 MG	3%
CARBOHYDRATE 12 G	4%
FIBRE 0 G	0%
SUGARS 11 G	
PROTEIN 16 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, BANANA PREPARATION (BANANA PUREE, SUGAR, NATURAL FLAVOUR, LEMON JUICE CONCENTRATE), MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 110	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 65 MG	3%
CARBOHYDRATE 14 G	5%
FIBRE 0 G	0%
SUGARS 12 G	
PROTEIN 16 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, MANGO PREPARATION (MANGO PUREE, SUGAR, WATER, NATIVE CORN STARCH, NATURAL FLAVOUR, LEMON JUICE CONCENTRATE), MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 100	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 65 MG	3%
CARBOHYDRATE 13 G	4%
FIBRE 0 G	0%
SUGARS 11 G	
PROTEIN 16 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, FRUIT PREPARATION (APPLE AND PEAR PUREES, SUGAR, WATER, NATIVE CORN STARCH, NATURAL FLAVOURS), MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 110	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 70 MG	3%
CARBOHYDRATE 14 G	5%
FIBRE 0 G	0%
SUGARS 12 G	
PROTEIN 16 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, CARAMEL PREPARATION (WATER, SUGAR, NATURAL FLAVOUR, PECTIN, CARAMEL COLOUR, LOCUST BEAN GUM, SALT, LEMON JUICE CONCENTRATE), MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.



NUTRITION FACTS

PER 3/4 CUP (175 G)

AMOUNT	% DAILY VALUE
CALORIES 90	
FAT 0.1 G	1%
SATURATED 0 G + TRANS 0 G	0%
CHOLESTEROL 5 MG	
SODIUM 70 MG	3%
CARBOHYDRATE 6 G	2%
FIBRE 0 G	0%
SUGARS 6 G	
PROTEIN 18 G	
VITAMIN A	0%
VITAMIN C	0%
CALCIUM	20%
IRON	0%

INGREDIENTS: SKIM MILK, MILK PROTEIN CONCENTRATE, BACTERIAL CULTURES, LACTASE.

MAISON
RIVIERA



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