

## Maison Riviera launches its pilot project to take back petit pot glass jars

After the launch of its emblematic Petit Pot collection in 2015 and the implementation of numerous initiatives aimed at giving the petits pots a second life, Maison Riviera is now launching its pilot project for taking back the petit pot glass jars.

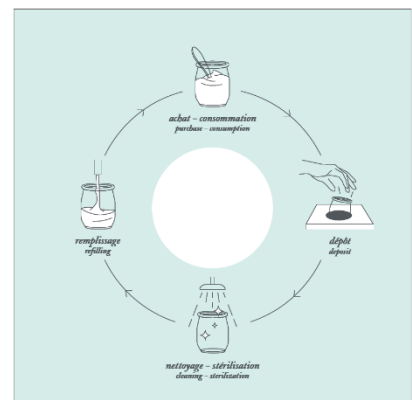
Available in all Marchés Tau stores, Maison Riviera has provided consumers with deposit stations for petit pot glass jars since mid-January 2020.

“This is a request that has come up several times in recent years. Consumers love the idea of reusing their glass jars for all kinds of projects and giving them a second life. However, there comes a time when they’ve accumulated too many of them. They are hesitant to put them in the recycling bin, being aware that most of the glass from the selective collection of Quebec households is not recycled, despite improvements in recent years,” says Martin Valiquette, General Director at Maison Riviera.

This initiative is part of the company's desire to continuously work to offer responsible packaging solutions. The project is voluntary, meaning it is not a deposit-return system, but rather a new offer that enables users to dispose of their surplus of petits pots. People wishing to participate are invited to go to one of the Marchés Tau branches to drop off their clean containers in the available deposit stations.

Maison Riviera undertakes to take them back to clean and sterilize them and, ultimately, reuse them for packaging purposes. The main objective, however, remains to test the feasibility of this initiative on a small scale. “The multiple reuse of glass containers has its challenges. We must therefore continue testing to ensure that the containers are resistant to washing and that, once sterilized, they do not present any dangers to the health of users,” added Nicolas David, director of research & development.

If the pilot project proves successful, Maison Riviera intends to roll out its project on a large scale in order to promote better reuse of glass.





### About glass:

- Glass consists of only three natural ingredients: sand, limestone and sodium carbonate.
- It also has an endless number of lives; it is 100% infinitely recyclable.
- Maison Riviera petits pots are made with an average of 38% post-consumption recycled glass.

### Maison Riviera at a glance

Attentive to the needs of Canadians for more than four generations, Maison Riviera is a transformative leader in the dairy industry. Founded in 1920 in Sorel-Tracy, Québec, Riviera is an international award-winning brand that includes yogurts, cultured products, fine cheeses and cheddars, milk and creams and plant-based product line. For more information visit [riviera1920.com](http://riviera1920.com) and on Facebook, Twitter, Instagram.

### Marchés Tau :

#### TAU Blainville

1325, boul. Michèle-Bohec  
Blainville, Québec  
J7C 5L4

#### TAU Brossard

6845, boul. Taschereau  
Brossard, Québec  
J4Z 1A7

#### TAU Laval

3216, boul. St-Martin Ouest  
Laval, Québec  
H7T 1A1

#### TAU Montréal

4238, rue St-Denis  
Montréal, Québec  
H2J 2K8

#### TAU Pointe-Claire

2345 rte Transcanadienne  
Pointe-Claire, Québec  
H9R 5Z5

#### TAU St-Léonard

7373, boul. Langelier  
St-Léonard, Québec  
H1S 1V7