



Association des producteurs
de fraises et framboises du Québec



LES FRAÎCHES DU QUÉBEC HAVE ARRIVED!

A new distinctive trademark for Quebec's strawberries and raspberries

Montreal, June 10, 2009 – Finally summer is back, bringing with it one of its biggest pleasures: **Les Fraîches du Québec!** No, it is not an error; the strawberries and raspberries from Quebec have given themselves a new distinctive image so that amateurs can better recognize them. In fact, consumers will now be able to recognize Quebec's strawberries and raspberries from all others, thanks to a new trademark and new image: Les Fraîches du Québec!

WHY A DISTINCTIVE IDENTIFICATION

In today's context where consumption of berries is increasing and buying can be done all year round, it seems important to clearly identify Quebec's strawberries and raspberries during the four months (June to October) when they are available. This is why the producers have given themselves a strong name and visual identity that conveys Quebec's product own properties compared to foreign competition. As Quebec's strawberries and raspberries freshness guarantees the best taste available to consumers, its positioning is established naturally.

In order to validate this new trademark, consumers were contacted so as to evaluate the different elements (name, logo, colours, packaging, etc.). Also to make sure that the products stand out from the competition, while at the same time guaranteeing themselves as a preferred choice in consumer's heart and basket. Good news, they loved it! So, starting today, you will find **Les Fraîches du Québec** in grocery stores, markets and in your favourite producer's place.

PUT QUEBEC IN YOUR PLATE

With this new image, it has never been easier to put Quebec in your plate! Don't forget that during approximately nine months, Quebec's 700 strawberries and raspberries producers, spread all around in our beautiful province, are preparing the field to provide you with fruits of incomparable taste. Produced here, **Les Fraîches du Québec** are full of vitamins and are a real pleasure for your taste buds. Children and adults can treat themselves! **Les Fraîches du Québec: a pleasure that lasts 120 days, from June to October!**

A NEW WEB SITE FOR CONSUMERS

www.lesfraichesduquebec.com

To highlight the introduction of this new trademark, the producers offer to consumers a new user-friendly website, full of information on all types: list of producers near you, calendar of production by region, recipes, nutritional newflashes and even more. Visit and register to receive our newsletter so that you can be the first to learn the arrival of berries in your region and other types of information. Furthermore, don't miss our annual contest that holds pleasant surprises.

«**Les Fraîches du Québec**» : insist on them!

Source: Association des producteurs de fraises et framboises du Québec

Information: Martine Meilleur, **Martine Meilleur Communication**

Cell. : 514 708-5233 – E-mail : martinemeilleur@videotron.ca



Interviews, photos and products available.