



Fresh Prepared Foods



COMPANY FACT SHEET

Business Overview:

Maple Leaf Fresh Prepared Foods offers an array of fresh prepared foods, including fresh pasta and sauce and fresh garlic bread.

Business Objective:

Continued sales growth focused in three areas:

1. Retail grocery and club stores in Canada and the United States;
2. Further penetration of the foodservice channel;
3. Expansion into other fresh prepared food categories.

Operations and Locations:

Maple Leaf Fresh Prepared Foods operates two facilities and employs approximately 375 people in Canada to service the North American market.

Location	Activity
Ontario (Hamilton)	Fresh and frozen pasta and sauce and fresh garlic bread
British Columbia (Delta)	Fresh and frozen pasta and sauce

Key Products:

Maple Leaf Fresh Prepared Foods is anchored by Olivieri™, the leading brand of fresh pasta in Canada, offering an array of great tasting and convenient fresh pasta and sauce and fresh garlic bread.

Markets:

The Company markets its products in Canada and the United States

Growth Strategy:

Maple Leaf Fresh Prepared Foods seeks to grow value-added meal occasions by focusing on penetrating new segments, channels of distribution and geographies. The business will continue to grow market leadership by investing in innovation to develop premium value-added food options focusing on taste, nutrition and convenience.