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CHAGNON DAIRY ACQUIRED BY LAIT KAISER & CULT YOGOURT IN THE EASTERN TOWNSHIPS

Waterloo (Quebec, CANADA), March 6, 2017 – Lait Kaiser and Cult Yogourt are pleased to announce that they have reached an agreement to purchase Chagnon Dairy, the leading independent creamery and milk brand in Quebec, Canada. Chagnon has been processing and selling milk, butter, ice cream and other dairy products for 62 years and this acquisition will help strengthen manufacturing of Lait Kaiser and Cult Yogourt's innovative Quebec dairy products.

"My grandfather started out with a milk run in Waterloo, Quebec, and it blossomed into a well-known creamery, brand and private label manufacturer", says Denis Chagnon, Chagnon Dairy's owner and General Manager. "We are honoured by the strong support our loyal customers have shown us over the years, making Chagnon a household name throughout Quebec. I wanted to sell to local entrepreneurs that could develop Chagnon and new dairy products and I know our legacy will live on thanks to the values of Lait Kaiser and Cult Yogourt".

"We are committed to innovation in the Canadian dairy industry with premium dairy products. This acquisition gives us a versatile 30,000 square foot creamery with it's own milk run that will allow us to scale to become a top dairy brand across North America," states Nathan Kaiser, President of Lait Kaiser and the Vita Lait non-GMO milk brand.

"Lait Kaiser and Cult Yogourt align strategically because both companies are disrupting the Quebec dairy industry with innovative products like non-GMO single farm origin milk and easier-to-digest Jersey cow whole milk cultured dairy products," said Cult Yogourt President, Adam Coape-Arnold, "We could not have found better partners than the Kaiser family".

"I am extremely proud to be part of the Chagnon legacy. It is one of Quebec's last independent dairies and has developed an innovative and authentic expertise in dairy which meshes well with our approach at Cult," states Cult Yogourt founder & artisan, Eloise Grondin-Bouchard. "As a child growing up in nearby Dunham, Quebec, Chagnon milk was on my table every morning for breakfast. I am glad that Denis and Luc Chagnon have agreed to stay on with us to teach us their mastery of dairy transformation".

Chagnon is a nostalgic Quebec dairy & creamery with strong brand awareness across Quebec. Chagnon produces over 4 million litres of fluid milk, butter, ice cream and other dairy products. Chagnon's milk run of 20 farms transports 10 million litres of milk each year. Chagnon cultured churned butter is a hit with American chefs.

Visit www.laiteriechagnon.com

About Lait Kaiser

The Kaiser family has cultivated the land in Noyan, Quebec since Paul Kaiser came with his wife and family of six sons and a daughter from Zurich, Switzerland in 1975. Brothers Nathan and Christian Kaiser own and operate Imperiale Farms in Noyan, which produces 1,500,000 litres of milk a year, and have created the Vita Lait brand non-GMO fluid milk, a milk for families with similar benefits to organic milk at the price of conventional milk.

Visit www.laitkaiser.com

About Cult Yogourt

Cult Yogourt produces Greek Yogourt, drinkable Kefir and 5% Whole Milk from Jersey Cows. Master artisan Eloise pasteurizes, ferments and strains her Greek Yogourt with milk fresh from small family-owned Jersey cow farms. Jersey Cow milk is easier to digest due to its A2 Beta Casein Protein which allows certain people who experience milk digestion to enjoy Cult dairy products.

Visit www.cultyogourt.com

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