



## Two gold stars for Brien!

Sainte-Anne-de-la-Rochelle, May 9, 2016 – The most qualified jury in the world is honouring Les Douceurs de l'érable Brien for the unsurpassed quality and taste of its maple butter. More determined than ever to continue its tradition of quality, the maple farm from Sainte-Anne-de-la-Rochelle was awarded two gold stars, and will collect its medals in Brussels, Belgium in June 2016. During the awards ceremony, the maple farm will be recognized for the excellence of its products in the presence of its representatives, the jury members, officials, and the international press.



iTQi is the world's leading chef- and sommelier-based organization dedicated to testing everyday food and drink products. The jury members, who are opinion leaders and experts in taste, are selected from the 15 most prestigious European culinary and sommelier associations. With its *Authenticité* collection available in major Quebec grocery store chains, like IGA, Metro and Provigo, and its *Degrés* collection available in fine food stores, Brien intends to display its gold stars in order to win over to the European market.

### A rigorous review process:

- The jury is made up of 120 chefs and sommeliers, all of them members of the 15 leading European culinary associations and the *Association de la Sommellerie Internationale (ASI)*.
- The products are blind tested and judged on the basis of their intrinsic qualities, and on the intensity of the gustatory pleasure they provide.



“This is a team achievement and we’re very proud,” says Martyne Lessard, Executive Director at Les Douceurs de l’érable Brien. “Our production, R&D, quality control, sales, customer service and marketing teams all work to make high-quality products with a taste that’s second to none. These medals are a source of motivation for all of us. They’re confirmation that we’re headed in the right direction, and that we should continue our tradition of excellence.”

**One success after another:**

In January 2016, Brien became the first to offer maple butter in a squeeze tube. This soft, creamy treat was an instant hit among consumers.

In February, Brien launched its all-new *Degrés* collection, born of fire and frost. A mix of tradition and

innovation, these treats are derived from the freeze and thaw cycles that are characteristic of the Quebec climate.

“This recognition from world-renowned chefs is confirmation of our expertise and the detail that goes into our products.”





For more information on this award:

**International Taste & Quality Institute (iTQi):**

<http://www.itqi.com/en/about-itqi/>

**Superior Taste Award:**

<http://www.itqi.com/en/superior-taste-award/>

<http://www.itqi.com/files/file/brochure/main/iTQi-brochure-superior-taste-award-EN.pdf>

**Briën's Degrés collection, born of fire and frost**

<http://www.brien-produitsderable.com/collection-degres/>

-30-

Source:

Martyne Lessard

Executive Director, Les Douceurs de l'Érable Briën

Office: 450-539-1475

Cell: 514-793-3633