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## The InFlavor Process by Bonduelle Americas, **Pure Vitamins for the Economy**

The new InFlavor dehydration process developed by Bonduelle Americas not only creates new business opportunities for this vegetable transformation company, but also makes it a vehicle for regional economic development.

Until now, vegetables with a high water content, such as mushrooms, onions and peppers, represented an insignificant portion of the frozen vegetable market because their appearance and texture were altered as a result of freezing. It is for this reason that chefs turn towards fresh vegetables. The new InFlavor partial dehydration process, exclusive to Bonduelle, preserves the quality of the vegetables to the point where frozen vegetables with a high water content now have the potential to replace fresh vegetables in a variety of ways.

### **NEW JOBS**



With their InFlavor process, Bonduelle is able to expand its product offer by literally introducing a new category of vegetables into the frozen food market. Major investments totalling six million dollars were made at the Sainte-Martine plant in the Montérégie area in order to transform it from laboratory production to mass production for the North American market. Three jobs were initially created and the 20 more jobs that Bonduelle plans to create in 2018 will have a direct impact on the regional economy.

### **SOCIAL RESPONSIBILITY AS AN IMPULSE**



Protecting the environment and sustainable development are important components in Bonduelle's social responsibility policy. It is while reviewing old technology aimed at reducing the ecological impact of freezing corn that Michel Casgrain, Corporate Director of Research and Development at Bonduelle Americas, had the idea for this new process that uses partial vacuum-microwave drying. Within a short period of time, this discovery was transformed into a major innovative project to develop value-added products.

### **FOR LOCAL PRODUCERS**



InFlavor innovation also means an increased demand from Montérégie vegetable producers. "A shortened supply chain has always been a crucial element for the quality of our products. Adding frozen vegetables to our product line entails a larger and more diverse local product supply," explains Michel Casgrain, Corporate Director of R&D for Bonduelle Americas.

### **MAJOR IMPACT**

The market potential is enormous for Bonduelle. According to a 2014 food study of the food service segment conducted by the research firm Technomic, it could exceed eight million kilograms. The agro-economic impact is significant because it is based on the fundamental principle for local supply to be available on an annual basis. For instance, Bonduelle intends to market mushrooms, onions and a variety of peppers. The strategy targets businesses that deal in manufacturing and transformation, as well as large chain restaurants, as their primary markets. "InFlavor vegetables offer all the convenience of frozen products, but with a texture and taste that are unmatched. Not only is Bonduelle reinventing the frozen food industry, the company is also providing new solutions

for chefs in their kitchens,” comments Lyne Ménard, Brand Manager for Bonduelle Americas. The appeal already demonstrated by chefs will help create a strong demand for this product.

The principle of “less water, more flavour” is the basis for the InFlavor process and can be applied to all vegetables that have a high water content, such as tomatoes, zucchini, eggplant, etc. The commitment of the current marketing efforts and future investments made by Bonduelle Americas are tangible evidence of the regional economic impact of this technological breakthrough developed by the local team of global leaders in ready-to-use vegetables.

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