



PRESS RELEASE

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BNQ Issues First FSSC 22000 Certification to Québec Company A. Lassonde

Québec, July 28, 2010 – As the only Canadian certification body licensed by the Foundation for Food Safety Certification (FSSC), the Bureau de normalisation du Québec (BNQ) is proud to announce that it has issued a first FSSC 22000 certification to the company A. Lassonde Inc., a branch of Industries Lassonde of Rougemont. This certification is the first to be granted to a Québec food producer and the second to be granted to a company established in Canada.

FSSC 22000 certification is issued after an audit is conducted, attesting to the company's full conformity to the internationally recognized standard on food safety management system requirements for food producers, such as companies that process or produce perishable products like fresh fruits and fruit juices or products with a long shelf life at room temperature like beverages. It is noteworthy that the FSSC 22000 certification protocol is recognized by the Global Food Safety Initiative (GFSI).

“Excellence in regards to quality is a priority for us and this certification underscores our efforts, said Jean Gattuso,” Chief Operating Officer Lassonde Industries Inc. “Based on ISO 22000 and PAS 220 for food manufacturers, this certification is recognized internationally and is an indicator of a high level of food safety. I would like to congratulate the entire team that worked on this project and to thank the BNQ for their invaluable assistance throughout the certification process.” Note that the company A. Lassonde Inc. develops, produces and markets an innovative and distinctive range of fruit and vegetable juices and beverages.

For more information on FSSC 22000 certification, please log onto www.fssc22000.com

About the Bureau de normalisation du Québec

The Bureau de normalisation du Québec (BNQ) is a government-funded agency accredited and recognized for its development of Québec, Canadian and international standards. It is accredited by the Standards Council of Canada (SCC), the agency representing Canada at the International Organization for Standardization (ISO).

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