

Lactalis and Nestlé® collaborate to launch frozen yoghurt

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Canadian dairy leader Lactalis Canada collaborates with Nestlé® Canada to launch into the frozen yoghurt category through a new licensing agreement. The collaboration features eight SKUs under Lactalis Canada's iGO brand, including four bars (strawberry-cheesecake; raspberry-chocolate; cherry swirl; blueberry swirl) and four tubs (vanilla; strawberry swirl; cherry swirl; blueberry swirl) and three pops under iGO nano (strawberry-banana; peach; mixed berry).

"Proudly made in Canada and leveraging the popularity of the iGO brand, we are thrilled to be expanding into the frozen category in collaboration with Nestlé® Canada," said Adrienne Pagot-Gauthier, General Manager, Yoghurt & Cultured Division, Lactalis Canada. "As we welcome the warmer weather, we're excited to introduce Canadians to these new iGO and iGO nano frozen yoghurt products, which combine the indulgence of a frozen treat with the nutritional value, quality and fun synonymous with iGO yogurt."

"We are excited to partner with Lactalis Canada to bring innovative and delicious frozen yoghurt options to the Canadian market," said Paul de Larzac, President, Ice Cream, Nestlé® Canada. "Combining the trusted quality of Nestlé® Canada with the innovative spirit and popularity of the leading iGO brand, we look forward to offering consumers a refreshing new way to enjoy their Canadian-made favourite yoghurt flavours this summer."

The frozen yoghurt products are made with real fruit, 100 per cent Canadian milk and proudly display the Dairy Farmers of Canada (DFC) Blue Cow logo, which can also be found on iGO and iGO nano yoghurt products.