

## CATHEDRAL CITY LAUNCHES IN CANADA

Saputo Dairy UK (SDUK), a producer of leading British food brands and value-added ingredients, is pleased to announce the launch of Cathedral City in Canada.

The UK's favourite cheese brand<sup>1</sup> is now on sale in more than 500 stores across Canada including Save-on-Foods, select independent boutiques and later this year at Loblaw-owned stores including Loblaws and Zehrs. For the launch, the Canadian range includes Mature block 200g, Extra Mature block 200g and Minis nets 6x20g formats.

Cathedral City is manufactured at the multi-award-winning Davidstow creamery in Cornwall, using milk from around 330 local farms. The cheese is matured and packed in England before being shipped to Canada. Bespoke packaging has been created for the Canadian market to include dual French/English language and references to the brand's British heritage and consistent quality. The launch will be supported by a variety of marketing initiatives, including point of sale promotions and sampling as well as social media influencer campaigns.

Adam Braithwaite, Commercial Director of SDUK, said, "Cathedral City is bought and loved by more than half of all UK households<sup>2, 3</sup> and I'm delighted that our prized cheddar can now be enjoyed in Canada too. Our British team has worked closely with our Canadian colleagues to bring this successfully to market."

George Eustice, Secretary of State for Environment, Food and Rural Affairs, said: "This is fantastic news for Cornwall and the South West region, helping over 330 local farms showcase their high quality produce abroad.

"As the global appetite for UK food and drink continues to grow, the government is committed to working with exporters to help them tap into new markets and open up opportunities around the world."

The Davidstow creamery has a consistent track record of winning awards, including claiming the prestigious DuPont Danisco Grand Prix Cup 14 times in the last 18 years. Work is currently underway to increase production capacity at Davidstow to enable it to satisfy increased demand for Cathedral City in both the UK and abroad.

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## About Saputo Dairy UK

Saputo Dairy UK is a producer of leading British food brands and value-added ingredients. It produces and sells some of the best-loved food brands in the UK, including *Cathedral City*, *Clover*, *Country Life* and *Frylight*, as well as specialised ingredients for use in infant formula. It is part of Saputo Inc., one of the top ten dairy processors in the world.

## About Cathedral City

Valued at over £300 million in retail sales<sup>1</sup> and found in more than half of all household fridges in the UK, *Cathedral City* is the Nation's Favourite cheese. This award-winning cheddar is made from 100% British milk from the West Country and is counted among some of the best-loved food brands in the UK. To find out more about the full range, visit [www.cathedralcity.co.uk](http://www.cathedralcity.co.uk)

## About Saputo Inc.

Saputo produces, markets, and distributes a wide array of dairy products of the utmost quality, including cheese, fluid milk, extended shelf-life milk and cream products, cultured products and dairy ingredients. Saputo is one of the top ten dairy processors in the world, a leading cheese manufacturer and fluid milk and cream processor in Canada, the top dairy processor in Australia and the second largest in Argentina. In the USA, Saputo ranks among the top three cheese producers and is one of the largest producers of extended shelf-life and cultured dairy products. In the United Kingdom, Saputo is the largest manufacturer of branded cheese and a top manufacturer of dairy spreads. Our products are sold in several countries under well-known brand names such as *Saputo*, *Alexis de Portneuf*, *Armstrong*, *Cathedral City*, *Clover*, *COON*, *Cracker Barrel\**, *Dairyland*, *DairyStar*, *Devondale*, *Friendship Dairies*, *Friigo Cheese Heads*, *Joyya*, *La Paulina*, *Liddells*, *Milk2Go/Lait's Go*, *Montchevre*, *Murray Goulburn Ingredients*, *Neilson*, *Nutralait*, *Scotsburn\**, *South Cape*, *Stella*, *Sungold*, *Tasmanian Heritage*, *Treasure Cave* and *Woolwich Goat Dairy*. Saputo Inc. is a publicly traded company and its shares are listed on the Toronto Stock Exchange under the symbol "SAP".

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## Data Sources:

1. IRI SIG Grocers + Kantar Discounters & Bargain Stores 52we 13<sup>th</sup> Jun 2020
2. Kantar Worldpanel 52we 14<sup>th</sup> Jun 2020
3. Milward Brown Cheese Equity Tracker, March 2020