



Press release for May 12, 2022

Mayrand Plus is now distributing SAVO's authentic gelato

Montreal, Thursday, May 12, 2022 – **Gelato company SAVO recently made Mayrand Plus Food Distributor its exclusive distributor.**

This strategic partnership between the two Quebec companies is an important new step. It demonstrates how local production and modern food distribution services in Quebec come together to get restaurant owners and food retailers what they need, right to their doorstep.

SAVO is extending access to its unique gelato and sorbet offering to the entire province. Mayrand Plus is thus increasing its supply of quality local products and reinforcing its role as an independent supplier that is attentive to the needs of Quebecers.

SAVO is a Sherbrooke-based company. Taken over in 2019 by a dynamic young team, it is recognized for its ancestral gelato making know-how and uses original Italian recipes. The result is a less fatty real gelato made with milk, featuring a smoother texture and an honest taste. Particular attention is given to the suppliers, located as close to the place of production as possible, as well as the flavour quality, natural flavourings, and responsible approach to decision-making.

Says SAVO co-owner Yann Doyon, responsible for product offering development:

"We are very proud of our team and the great relationship we have with our partners and suppliers. We've kept the secrets of Italian gelato and the integrity of the recipe, which is why we make good authentic gelato!"

Mayrand Plus Food Distributor is rolling out its modernized logistics and management capabilities throughout Quebec. Its expertise and investments are perfectly aligned with the customized service one would expect from a quality producer like SAVO.

Forty SAVO products are already available to consumers at ice cream parlours, dairy bars, restaurants, institutions, and retail food stores:

- A wide range of gelato flavours that come in two formats: containers (5 L) and retail jars (473 ml)
- Innovative keto and vegan flavours that live up to SAVO's reputation
- Gourmet and not-so-typical sorbets
- Ready-to-use gelato in 1-gallon format for commercial ice cream machines

Reflecting the dynamism sought by Quebec's restaurant industry in several ways, this partnership gives everyone access to the best, promotes local entrepreneurs, and showcases the value of our food industry. Remember: SAVO, no limit for savouring!