



## COMPANY FACT SHEET

### Business Overview:

*Olivieri™* is the leading brand of fresh pasta in Canada, offering an array of great tasting and convenient fresh pasta and sauce products.

### Business Objective:

Continued sales growth focused in three areas:

1. Retail grocery and club stores in Canada,
2. Leveraging the strong Canadian base to expand sales in the U.S., and
3. Further penetration of the foodservice channel.

### Operations and Locations:

Olivieri operates two facilities in Canada to service the North American market.

Location	Activity	Employees <sup>1</sup> (Approx.)
Hamilton, Ontario	Fresh and frozen pasta and sauce products	150
Delta, British Columbia	Fresh and frozen pasta and sauce products	90
<b>TOTAL</b>	<b>2</b>	<b>240</b>

### Key Products:

Olivieri produces a unique variety of fresh filled and flat pasta products complemented by a variety of freshly prepared cream, tomato and oil-based pasta sauces. The Company also manufactures customized frozen pastas and sauces for foodservice customers. Olivieri recently introduced *NutriWise* pasta and sauce products, a line of products that offer consumers a lower fat and sodium, high fibre alternative.

### Markets:

The Company markets its products in Canada and the United States.

### Growth Strategy:

To expand the *Olivieri™* brand and introduce innovative new products, both within and beyond fresh pasta and sauces, to increase market share in Canada and the United States. New distribution is based on growing relationships with key customers in the United States and major expansion of business with Canada's primary foodservice distributors and operators.

<sup>1</sup> Employee numbers based on December 2005 figures.