



**PRESS RELEASE**  
For Immediate Release

## **A QUEBEC COMPANY MAKES LIFE EASIER FOR PARENTS OF CHILDREN WITH ALLERGIES**

LONGUEUIL, May 1, 2017 – As Food Allergy Awareness month begins, MAMA YO!, a line of mayonnaise products that are free of common allergens, aims to contribute to the movement by reminding everyone of the daily challenges faced by parents of children with food allergies.

In Quebec, over a quarter of a million people have a food allergy and 7% of families have at least one person with an allergy<sup>1</sup>. Stéphanie Gobeille, mother of Alix, had to adapt her entire family's menu when she found out her daughter was allergic to eggs—and she has to constantly alert those around her. “Fortunately, today there are several options available to cope with allergies, and at home and the daycare centre we’ve managed to find substitutes for products containing eggs. To make daily life more enjoyable, we’ve opted for tasty, good quality food alternatives so that Alix and the rest of the family don’t feel deprived of anything,” said Stéphanie.

“Eggs are present in many processed products and are among the eight food items responsible for over 90% of allergic reactions. Traditional mayonnaise is a highly allergenic product because it contains eggs, mustard and sometimes even traces of other allergens”, reminds Stéphanie Pernice, Nutritionist and author of the blog 'Chroniques d'une allergique' (in French only).

“To mitigate the daily difficulties of parents of allergic children, and the people around them, it’s nice to see that allergen-free mayonnaise—a popular condiment with families—is gaining market share, enabling consumers to once again experience the pleasure of eating worry-free,” said Geneviève Nadeau, Nutritionist.

### **MAMA YO! – a recipe that combines food safety, quality and accessibility**

Originally a producer of regular mayonnaise primarily for the institutional sector, MAMA YO! set itself the challenge two years ago to develop an allergen-free mayonnaise with good quality ingredients, at a competitive price. After a year of research and development, the Quebec company came up with a recipe that has the same organoleptic characteristics as regular mayonnaise but is egg-free, dairy-free, gluten-free, mustard-free, soy-free, peanut-free, nut-free and also vegan.

Having made the product available to consumers and institutions (daycare centres, hospitals, schools, etc.), the entrepreneur behind MAMA YO!, Thierry Labrecque, is proud to help raise awareness of food allergies and offer a solution to those who are allergic, intolerant or vegan. “We want to make life easier for families, chefs and establishment managers. By offering a tasty, good quality mayonnaise, we enable this condiment—which is highly popular among Quebecers—to be included once again in daily menus,” said the president of MAMA YO!

<sup>1</sup> Source: [allergies-alimentaires.org](http://allergies-alimentaires.org)



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## **A product line available across Quebec**

MAMA YO!'s product line, which is certified *Aliments préparés au Québec*, is available in a 340 ml size for its preservative free version, at a suggested retail price of \$4.49 and in a 500 ml size for its regular version, at a suggested retail price of \$5.49, in over 200 supermarkets and specialty food stores in Quebec, Ontario and the Atlantic Provinces. MAMA YO! is also available from food distributors in sizes adapted to the needs of institutional clients (daycare centres, schools, hospitals) (3.5 L, 16 L and other sizes upon request).

## **About MAMA YO!**

MAMA YO! is a line of mayonnaise products that are free of eggs, dairy, gluten, soy, mustard, peanuts and nuts. The Quebec company positions itself as the province's leader in the supply of allergen-free and vegan food for both the retail market and the hotel, restaurant and institutional (HRI) sector. MAMA YO! was a finalist at the 2017 Gala DUX awards in the "New Product – Food Production and Processing Enterprise (SME)" category, a program recognizing initiatives that contribute to improved eating habits.

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