

PRESS RELEASE

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Instaferm®: New international packaging design for Instaferm brand of dry baker's yeast from Lallemand

July 15, 2010 A new international packaging design is being introduced for the Instaferm® brand of instant dried yeast from Lallemand. The new logo, which incorporates a rooster and the rising sun, is actually based on the one originally used by Lallemand as a logo on its yeast and baking ingredients in the 1920's and 30's and, in a 'modernized' way, in the 60's and 70's . Multiple languages will facilitate its utilization in the more than 23 countries, where the product is currently sold in, and its introduction into many more of the world's markets.

The “rooster and sunshine” design will henceforth identify Lallemand’s premium dry baker’s yeast brand worldwide. The visual concept conveys impressions of tradition and innovation within a basic graphic composition, enhancing Instaferm® through associations with “early rising” and “freshness.” As Instaferm® rich in vitamin D is available; this attribute is represented by sunshine in the new, more modern look, which will be applied on all Instaferm® packaging throughout the world. The red and gold stripes as well as the writing of Instaferm® remain important elements of the design expressing the brand values for which the yeast has always stood: exceptional quality, convenience, and outstanding baking performance.

“The challenge was to develop a common design for Instaferm® that would not encounter any registration limitations in any of the countries in which it is marketed, while underpinning and further enhancing the brand equity and heritage,” explains Mr. Jean Chagnon, CEO of Lallemand. “In North America the well-known Eagle® brand will continue to adorn the fresh yeast packages, but unfortunately this Eagle brand has been registered in other countries by a Chinese competitor, limiting the export potential of our Instaferm® if we kept the Eagle brand on the packaging. The purpose of introducing a new design and a single international version for dry baker’s yeast with 10 additional languages is to standardize the Instaferm® brand.”

The new look Instaferm® will be available worldwide beginning in August.

About Lallemand

Lallemand Inc. is a privately held Canadian company specializing in the research, development, production, marketing and distribution of yeast and bacteria. Lallemand has approximately 2,200 employees located in more than 30 countries on all continents. Lallemand/American Yeast operates plants in the US in Memphis and Baltimore and in Montreal, Canada. For more information about Lallemand, please visit www.lallemand.com.

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