



**Montreal, August 3, 2020**

**Bel Canada**  
Press release

**Bel Canada: First production plant on Canadian soil**  
*Bel Canada now boasts local production of Mini Babybel® and is investing \$87.5 million to further develop dairy expertise in Québec*

Bel Canada is proud to announce the beginning of production at our new Babybel plant in Sorel-Tracy, Quebec. The plant will produce Babybel® brand products for distribution across Canada. The new plant finally enables local production of cheese products that were previously made in and then imported from the U.S. or France.

“The opening of the Babybel plant in Sorel-Tracy is excellent news for the Canadian dairy industry. We are proud to play a greater role in the food processing industry, which represents a major production sector in Canada. Also, considering the strong dairy expertise we have here in Quebec, the decision to invest locally and to create more jobs was a natural and logical move,” explains Cristine Laforest, General Manager of Bel Canada.

“We are very proud of the initiatives we’ve launched in previous years to invest in a region that allows us to create greater synergy with our partners and generate 140 new local jobs. Opening this plant required the recruitment of a qualified and diverse work force, with different skillsets. As a new employer, we have received a lot of support from the local community,” adds Thierry Vialard, Vice President, Operations for the new Babybel plant in Sorel-Tracy.

This large-scale project by Bel Canada was made possible with the support of the Government of Quebec, *Investissement Québec* and the Government of Canada.

**Bel Canada**

500 place d'Armes, bureau 2095 • Montréal, Québec H2Y 2W2 • Téléphone : 514 844 7844 • [www.bel-canada.ca](http://www.bel-canada.ca)