



PRESS RELEASE
For immediate release

OLYMEL LAUNCHES READY-TO-EAT LINE

Three new internationally inspired dishes offer restaurant quality from the comfort of home

Montréal, July 13, 2026 – Olymel is announcing the launch of a new line of ready-to-eat meals inspired by classic favourites from Asian cuisine. Now available at Maxi and Provigo stores in Quebec and several other retailers across Canada, this international product line offers a variety of options featuring locally sourced pork and chicken. Every choice is high quality, delicious, and conveniently ready to eat in just 15 minutes.

With 75% of Canadians saying they are eating out less often due to the cost of living, consumers are increasingly looking for ways to recreate upscale dining experiences at home.¹

“We wanted this new line to take consumers on a culinary journey, delivering a delicious, restaurant-worthy experience with flavours inspired by beloved recipes from around the world,” says Maude Lacoste, Vice-President of Marketing and Innovation at Olymel. “Our goal was to make these dishes accessible for everyday meals, in a convenient format that fits into the fast-paced lifestyle of today’s consumers.”

Internationally inspired recipes

Olymel’s brand-new international line features three recipes inspired by Asian cuisine:

- Teriyaki pork meatballs
- Korean-style bulgogi pork
- Thai-style coconut chicken



A fourth flavour will also be unveiled this fall.

Created with quality and convenience in mind

¹Restaurants Canada. 2025. “Canadians are snacking more, drinking less and looking for more value for their shrinking dollar: 2025 Foodservice Facts report.” Canada. <https://www.restaurantscanada.org/canadians-are-snacking-more-drinking-less-and-looking-for-more-value-for-their-shrinking-dollar-2025-foodservice-facts-report/>

The new line is part of Olymel's ongoing strategy of innovating its product offering to meet consumers' changing standards and expectations for quality and convenience by introducing versatile options that never compromise on taste, quality, or the use of local ingredients.

“At Olymel, innovation is at the heart of our growth strategy,” says Lacoste. “That means continually investing in research and development to expand our food offering and stay ahead of consumer expectations. We're proud to be launching a line of products that will make everyday life easier while living up to the quality standards that have been the foundation of our reputation for decades.”

About Olymel

Olymel is Canada's leader in the production, processing, and distribution of pork and poultry meats. The company has made feeding the world its mission, which it pursues passionately with products of impeccable quality. It employs over 12,000 people and has production and processing facilities in Quebec, Ontario, Alberta, Saskatchewan, and New Brunswick. Its annual sales reach \$4.9 billion. The company markets its products mainly under the Olymel, Pinty's, La Ferlandière, Lafleur, and Flamingo brands.

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INFORMATION

[Olymel website](#)

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