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Lactalis Canada launches new plant-based brandÂ Enjoy

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Lactalis Canada, a subsidiary of France-based Lactalis Group, announced the launch of its new plant-based brandÂ Enjoy!Â â??Â a nutritious and delicious, unsweetened, high-protein line of plant-based beverages now in the market.

Featuring six SKUs including Unsweetened Oat, Unsweetened Oat Vanilla, Unsweetened Almond, Unsweetened Almond Vanilla, Unsweetened Hazelnut and Unsweetened Hazelnut & Oat, Enjoy! is plant-based, offering 8 grams of protein derived from peas per 250 mL, and has a great taste with a creamy texture that froths nicely.

â??As a nutritious, high protein, unsweetened beverage, Enjoy! responds to growing consumer demand for plant-based options that taste great and have positive health impacts including non-GMO and gluten-free certification with no artificial colours, preservatives or flavours,â?• said Nathalie Cusson, General Manager of Lactalis Canadaâ??s Fluid Division. â??What sets Enjoy! apart is its uniquely high protein content which consumers are increasingly desiring in their daily diet.â?

In addition, this made-in-Canada product partners withÂ 1 per cent For The PlanetÂ global organisation â?? whose members contribute at least one per cent of annual revenue to environmental causes, as well as the Sustainable Forestry Initiative (SFI) for packaging.

With a newly converted 33,150 sq. ft. production facility in Sudbury, Ontario that is now fully operational as a dedicated plant-based manufacturing plant, Lactalis Canada looks forward to continuing to play a vital role in the region through its economic and social contribution.