

Press Release

Montreal, July 17, 2024

Chocolat Lamontagne: The Next Generation Assumes Company's Leadership

The Sherbrooke-based company is proud to pursue its phenomenal growth

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Montreal, July 17, 2024 - Chocolat Lamontagne is proud to announce that **Tina and Danny Lamontagne have assumed full control over the company and its facilities, succeeding Richard Lamontagne, who founded the company in 1978.** For him, carrying on the family legacy is the realization of a dream.. This transition marks an exciting and promising stage in the expansion of the Sherbrooke-based business.

"Despite numerous approaches and proposals, Richard always refused to sell the company. **Our family takes great pride in successfully passing on the business to the second generation and seeing it succeed,**" explains Danny Lamontagne, President and CEO. "Taking the lead is not only a challenge, but also a unique opportunity to build on the family legacy, innovate, and chart our own course, while keeping alive the values and teachings that have shaped Chocolat Lamontagne since its beginnings."

Driving Growth and Innovation in the Chocolate Industry

Renowned as one of the country's leading manufacturers of chocolate products, Chocolat Lamontagne has made major investments amounting to an estimated \$15 million over the last four years. Since then, **the company has nearly doubled its sales and expects to achieve an additional growth of 35% over the coming three years.** As a result, the company has developed a growth strategy to capture new market share and expand services for its existing customers.

For the past three years, Tina Lamontagne, Vice President of Sales and Business Development, has resided close to the U.S. office, where a committed team has been established to facilitate the growth of the U.S. subsidiary:

Lamontagne Chocolate Corp. "Thanks to major investments in our production equipment and process automation, our capacities are now exceptional," says the Vice-President. "We are now prioritizing business development and leveraging the strength of our team, aiming to achieve new milestones."

Despite sustained growth, the Sherbrooke facility, which has a workforce of approximately 125 employees, remains the exclusive site for all production and manufacturing of products. It is essential for Chocolat Lamontagne to maintain a local approach, even in times of expansion. The company remains committed to its corporate values and supporting the local community, while opening to new opportunities. With a team determined to explore new horizons while honoring the founder's legacy, Chocolat Lamontagne is proud to promote excellence while preserving its authenticity.

About Chocolat Lamontagne

Founded in 1978 by Richard Lamontagne, Chocolat Lamontagne is a family business that passionately specializes in crafting unique chocolate products with great care. While the headquarters remain in Sherbrooke, the firm now operates an office in the United States to support its rapid expansion. Established on a solid tradition of excellence acquired over more than 45 years, it has consistently delivered the finest products to consumers, made from the highest quality ingredients and entirely manufactured in Canada.

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