

Les Produits d'érable du Québec Becomes the Official Energy Source of the Fédération québécoise des sports cyclistes

Longueuil, February 3, 2015 – Les Produits d'érable du Québec and the Fédération québécoise des sports cyclistes (FQSC) are combining their expertise to support cycling and cyclists from all categories and disciplines.

With this partnership, Les Produits d'érable du Québec will become the official energy source of the FQSC. It is the first time in its history that the FQSC has associated itself with an energy product. This unique affiliation affirms maple's value as an entirely natural nutrient that benefits athletic performance.

Maple is a natural choice

As FQSC CEO Louis Barbeau explains, the choice to partner with Les Produits d'érable du Québec was a natural one, "The FQSC is very happy to promote a locally and internationally cherished product that has now been proven to benefit athletes. Cyclists need a healthy energy source for their sport. Maple syrup is a 100% natural energy source in the form of simple sugars that metabolize quickly into glucose and act as fuel during exercise. It is an excellent sugar replacement. Consuming maple boosts energy before, during and after training, which is essential for all cyclists!"

With this partnership, Les Produits d'érable du Québec will benefit from increased visibility through FQSC activities, as well as participating in certain events and developing an educational program on healthy nutrition for coaches and athletes.

The *Fueled by Nature™* program offered by Les Produits d'érable du Québec targets athletes and helps them to discover the many attributes and benefits of maple. "An impressive variety of polyphenols and minerals are found in maple syrup. Scientific studies have confirmed that nutrients such as manganese and zinc, which are found in maple, improve athletic performance," explains Geneviève C. Béland, Director of Promotion, Innovation and Market Development at the FPAQ. "Recent discoveries have also revealed its anti-inflammatory effects. And there's no doubt that energy bars and drinks made with maple syrup are healthier choices than commercial products because maple syrup is a 100% natural, authentic, unprocessed food with no colours or preservatives. The FPAQ is delighted with this formal agreement with the FQSC, which enables us to reach thousands of cyclists throughout Quebec."

About the FQSC

The Fédération québécoise des sports cyclistes (FQSC) is a non-profit organization dedicated to governing and promoting cycling sports. As well as helping those practising cycling sports to reach their full potential, the FQSC offers services to regional associations, clubs and affiliated individuals, and also promotes the safe practice of cycling sports and respect for sportsmanship. It defends and protects the rights of its 10,000 members and works on their behalf with Quebec, Canadian and international cycling bodies, and with the sports world in general.

About the FPAQ and Les Produits d'érable du Québec

The Federation of Quebec Maple Syrup Producers was founded in 1966 with the mission of defending the economic, social and moral interests of 7,300 maple businesses, as well as promoting the maple industry and developing initiatives to collectively market maple products. The quality work of these maple producers has made Quebec the proud source of 71% of the world's maple syrup.

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