



## **Maple Products from Quebec, a 100% natural energy source for cyclists**

**Longueuil, September 9, 2015** – For the first time in its history, the Federation of Quebec Maple Syrup Producers (FPAQ) is proud to become one of the partners of the prestigious Québec City and Montréal Grands Prix Cyclistes races in 2015. This is a great opportunity to present to the world cycling community the many attributes and benefits of Maple Products from Quebec as they fuel athletic performance.

“For many years, the investments made in research have led us to a better knowledge of maple and how it can benefit athletes,” said FPAQ President Serge Beaulieu. “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. The word will spread all over the world as the winners of the Québec City and Montréal races will both receive the equivalent of their weight in Maple Products from Quebec!”

“Maple syrup is an excellent sugar replacement, because it is unprocessed, it contains vitamins, minerals and polyphenols that can improve recovery, » explains Geneviève C. Béland, Director of Promotion, Innovation and Market Development at the FPAQ. « The research results have motivated a few companies to develop new products sweetened with industrial maple syrup or to replace sugar in their existing products. Our role as leader of the Canadian maple industry is to stimulate innovation. During the Grand Prix Cyclistes events, we are happy to promote innovative products from Québec developed in the last few months.

New products will be on display during the Québec City and Montréal Grands Prix events.

Maple Products from Quebec will also be the highlight of the *Fuelled By Nature™* booth located in the Village des exposants and manned by the VIVAÏ nutritionists, a team of renowned sports nutrition experts in the last decade. VIVAÏ has been working to develop the use of maple syrup as energy source for cyclists for the past three years. Among other things, the VIVAÏ nutritionists have developed recipes that can be added easily to a training program.

<http://ilovemaple.ca/sport/maple-athletes>

<http://www.vivai.ca/en.html>

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### **About The Federation Of Quebec Maple Syrup Producers (FPAQ) and Maple Products from Quebec**

The FPAQ was founded in 1966 with the mission of defending and promoting the economic, social and moral interests of some 7,300 maple businesses across Quebec. These men and women work together to establish quality standards as well as collectively market and promote their products. Quebec produces 90% of Canada's maple syrup and nearly 71% of maple syrup production worldwide. Together, the provinces of Ontario, New Brunswick and Nova Scotia contribute 10% to Canada's production.

The FPAQ proudly promotes the brand Maple Products from Quebec in addition to coordinating the promotion and value creation of Canadian maple products internationally on behalf of the Canadian maple industry. In this capacity, the FPAQ steers and coordinates the International Innovation Network on Maple Products from Canada.

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**Source:**

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