

# IMPRESS

## IMPRESS FOODS

### Impressive Cold Pressed Baby Food

Impress foods is now charming a younger clientele with a brand new refrigerated line of delicious and nutritious organic baby foods.

Recognizing a void in the current Canadian offering, Impress wanted to offer an equivalent alternative to parents who wish they had more time to prepare their own homemade baby food, with carefully chosen organic ingredients, which is not always possible. Impress baby food is made from raw fruits, vegetables, beans, and grains.

Impress is the first brand in Canada to offer an option of superior nutritional and gustatory quality especially compared to what is currently offered on the market. Most of the products that are currently available on the market are shelf stable purees that undergo a sterilization treatment, leading to diminished nutritional values and poor gustatory distinction from one product to another. On the contrary, HPP ensures to offer a product that is 100% safe, without using any heat. This leads to preservation of the nutrients, and more diversity in terms of flavors and textures to prepare the little one's taste buds for grown-up food.

Impress baby food is ready-to-eat and sold fresh, perfect on-the-go. Impress offers a range of 12 delicious flavours, categorized in 3 stages, from the simplest to the most complex, to guide the parents in supporting the evolution of taste driven by the rhythm of the baby.

Founded in 2016 in Quebec city, Impress Food is amongst the rare Canadian family run business operating an in-house HPP technology. All the steps from the pressing, packaging and high pressure processing, are undergone in their 20000-sq. ft. ultra-modern plant. Always seeking to perfect their offer, Impress proposes many plant based and organic product lines, including cold-pressed juices, gazpachos, probiotics, and soon offering cold pressed baby foods.

**TORONTO**  
APRIL 30 TO MAY 02, 2019  
ENERCARE CENTRE

