

# Exclusive distribution agreement between Madisons and IGA

MONTREAL, Feb. 2, 2016 /CNW Telbec/ - Madisons Grill & Bar is proud to announce the conclusion of a distribution agreement for a complete line of Madisons' signature products, exclusively at IGA.

As of February 1<sup>st</sup>, IGA customers will find Madisons' quality products in four categories at their favourite grocery store:

**Madisons Babyback Pork Ribs-** Scrumptious pork ribs from pigs raised naturally, without any added hormones or steroids, and perfectly slow cooked for 5 hours in Madisons' traditional and unique sauce.

**Pork Button Bones** – Tender, bite-size, button bone pork ribs, slow-cooked and smoked for 4 hours, available in three flavours: plain, Madisons BBQ, and Teriyaki. Madisons' Button Bone Pork Ribs are a perfect, bite-size snack or appetizer for any event or during your favourite game.

**Grilling sauce-** Available in seven flavours: General Tao, Maple & Bourbon, Cracked Pepper & Garlic, Mango & Curry, Pineapple & Chili, Sassy Teriyaki, and our famous Madisons ribs sauce. All are a perfect accompaniment for your grilled fish, meat, and poultry.

**Montreal Style Steak Spices-** available in 150 g and 350 g formats

In May 2014, IGA turned its attention to the Joy of Eating Better, encouraging Quebecers to discover local and international flavours and to cook differently and more often. With this new exclusive offer, Madisons and IGA are hoping to satisfy the appetite of meat aficionados on the lookout for distinctive, high quality products.

## About Madisons Grill & Bar

Since the early 2000's, Madisons New-York Grill & Bar has been offering quality products well appreciated by a huge fan base. That is why today Madisons is extremely proud to be able to offer these products so consumers can now enjoy a touch of the restaurant experience... in the comfort of their own home.

## About IGA

IGA is the largest group of independent grocers in Canada and its presence in Quebec dates to 1953. IGA retailers are constantly seeking new ways to serve their customers better. The IGA banner includes over 300 IGA, IGA extra, IGA express, and IGA mini stores. IGA is the only group of food retailers to offer consumers the opportunity to accumulate AIR MILES<sup>®</sup> reward miles.

SOURCE MTY Food Group Inc.

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