

Delicious Decadence for a Digital World

Innovation and Gastronomy Come Together at *ilovemaple.ca*

Longueuil, February 3, 2015 – After the resounding success of the interactive *Your Very Own Festive Cake* tool, Les Produits d'érable du Québec is once again inviting web users to try out a new and enticing feature for all occasions: *Your Icing on the Cake*. This innovative and interactive application allows consumers to customize their culinary creation with their favourite ingredients and decorations. And maple is naturally a key ingredient in some 125 possible combinations.

This idea from Les Produits d'érable du Québec on *ilovemaple.ca* is simple, yet incredibly seductive: create, customize and make a maple cake by choosing a filling, icing and decorations, and then watch as the cake takes shape on the screen. It can then be modified to individual taste, shared with friends, and the recipe printed... a few mouse clicks is all it takes to the cake of your dreams!

"Over the last 10 years, we have managed to change consumption of maple in Quebec from just a seasonal indulgence. We have done this by innovating and pushing the limits of our industry, in all aspects of our work," explains Genevieve C. Béland, Director of Promotion, Innovation and Market Development at the FPAQ. "This user-friendly tool reflects the image of Les Produits d'érable du Québec: quality, authenticity and innovation."

The website *ilovemaple.ca* is a one-stop shop for Quebec maple products. In addition to this new interactive feature, users can discover the history of maple as well as 491 recipes, tips, videos, booklets, sports nutrition advice, and much more.

For those who are falling or are already in love with maple...

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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. Les Produits d'érable du Québec is the brand the FPAQ has developed to promote authentic maple products from Quebec.

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siropcool.ca
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Source:

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