

Maple Products from Québec Hits the Road with the Grands Prix Cyclistes de Québec et de Montréal

Longueuil, September 6, 2017 – For the third year running, the Fédération des producteurs acéricoles du Québec (FPAQ) is a proud partner of the Grands Prix Cyclistes de Québec et de Montréal (GPCQM). 2017 presents another opportunity to demonstrate to the local and international cycling elite, as well as the host of spectators, the many ways that Maple Products from Québec serve as all-natural nutrients beneficial to athletic performance.

“Maple Products from Québec’s partnership with the Grands Prix Cyclistes de Québec et de Montréal is something that our maple producers are very proud of. With a large international audience and top-flight athletes, we have the ideal opportunity to showcase Maple Products from Québec and their benefits to all in the world of sport,” said FPAQ president Serge Beaulieu.

Maple contributes to athletic performance in important ways. “100% natural, packed with vitamins, minerals, and 65 antioxidant compounds, maple syrup’s nutritive elements make it an attractive option as an energy source before, during and after training,” according to FPAQ Director of Promotion, Innovation and Market Development Nathalie Langlois. “Maple syrup provides simple carbohydrates which readily metabolize to glucose that acts as fuel for exercise, in addition to containing manganese and zinc, two minerals known to promote recovery.”

The GPCQM partnership also means that NAPSI-certified maple water under the brands *NECTA* and *SEVA* will be made available to the cycling teams. And, at the “Fan Village”, the following companies will present their maple-based products, developed specifically for athletes:

REKARB

REKARB energy syrups are made primarily with pure Québec maple syrup, along with other simple and natural ingredients. Athletes get the benefits of a product that has undergone no chemical transformation whatsoever, while providing an effective source of carbohydrates for training, antioxidants that improve muscle metabolism, and electrolytes to compensate for those lost during endurance sports.

<http://rekarb.com/en/>

ENDUROFORCE®

Helping to maximise endurance naturally, Enduroforce® contains four well-balanced superfoods: ginseng, maple syrup, sea buckthorn, and spirulina. All-natural, vegan, caffeine-free, taurine-free, with no preservatives, dairy, gluten, or soya. Made by Léo Désilets, Maître Herboriste Inc., a wholly Québec-owned and operated natural products company, since 1974.

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

VEE KOMBUCHA

Kombucha is a 100% natural tea-based beverage that people have been drinking for over 2000 years. Refreshing and not at all too sweet, it contains pure maple syrup, polyphenols, beneficial micro-organisms, amino acids, and digestive enzymes.

<http://www.veekombucha.com/en/>

Maple Products from Québec will also take on a high profile at our *Fuelled by Nature™* kiosk in the “Fan Village”, hosted by the nutritionists from VIVAÏ. These experts in sport nutrition, while serving maple snacks and energy drinks, will be happy to provide visitors with some sound advice!

<http://ilovemaple.ca/sport/maple-and-sports-nutrition#videos-series-on-sports-nutrition>
<https://www.vivai.ca/?lang=en>

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About FPAQ and Maple Products from Québec

Since it was founded in 1966, FPAQ has fulfilled its mission to defend and promote the economic, social, and moral interests of some 7,500 Québec maple businesses, men and women working together to establish standards of quality and pursue the promotion and collective marketing of their products. Québec is the source of 90% of Canada’s maple syrup production and nearly 72% of what is produced in the entire world. Ontario, New Brunswick and Nova Scotia combine to account for the other 10% of Canadian production.

FPAQ proudly promotes the Maple Products from Québec brand in addition to coordinating the international promotion and value creation of Canadian maple products on behalf of Canada’s maple industry. In this capacity, FPAQ leads and directs the *Réseau international d’innovation des produits d’érable du Canada*.

<http://ilovemaple.ca/>
<http://mapleproductsfromquebec.com/>
<http://www.siroppcool.ca/home>



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Source:

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