

Aliments La Bourgeoise unveils FESTIV, its new brand of gourmet cheese appetizers

Lévis, Québec – Monday, July 13, 2026 – Aliments La Bourgeoise is proud to announce the official launch of FESTIV, its new brand destined for the retail market. Recognized for more than 30 years for its expertise in the manufacture of Parmesan fondues and cheese appetizers, the company today puts its know-how at the service of a strong, unifying and resolutely gourmet brand identity.

FESTIV offers a range of ready-to-cook and shareable cheese appetizers (FR), designed to transform every occasion into a festive moment. The brand includes, among other things, Parmesan, onion and cheddar, goat cheese and 4-cheese fondues, in regular or mini shapes, breaded cheese curds and a variety of other mozzarella pizza-based appetizers.

“With FESTIV, we want to offer a brand that reflects our passion for tasty and easy-to-share products. Whether it’s for an aperitif with friends, a family meal or a reception, FESTIV

invites consumers to celebrate life's small and big moments with quality products," emphasizes Simon Gladu, sales director.

Aliments La Bourgeoise also wishes to highlight the remarkable work of Alexem Studio, the marketing agency that supported our company in creating the FESTIV brand identity. From strategic thinking to name development and brand image enhancement, Alexem Studio creatively and accurately captured the unifying, gourmet, and festive spirit that the company wanted to convey. This invaluable collaboration has resulted in a unique, authentic brand with a promising future.

Already well-established in the foodservice, restaurant, and private label manufacturing sectors, Aliments La Bourgeoise is taking another step in its development by launching its own brand. FESTIV will allow the company to strengthen its presence with consumers while showcasing the Quebec expertise that has built its reputation since 1992.

FESTIV products will gradually be offered at several retailers and food partners in Quebec and the rest of Canada.

About Aliments La Bourgeoise
Founded in 1992 and based in Lévis, Aliments La Bourgeoise specializes in the production of Parmesan fondues and a wide range of cheese appetizers. Thanks to its recognized expertise, the company develops products for foodservice, restaurants, private label brands, and now, under its own brand, FESTIV.

– 30 –

Media Relations
Marie-Fée Proulx
Marketing & Sales
Aliments La Bourgeoise inc.
marketing@labourgeoise.com