



JILLY V's ENTERPRISES LTD.

FREEZE-THAW PRESERVATION

\$8K

FUNDED BY THE
CANADA-BC AGRI-
INNOVATION
PROGRAM

\$125K

INCREASE IN SALES
IN THE FIRST YEAR



19 JOBS CREATED BY
2018



YOGURT IS ONE OF
THE LARGEST
GROWTH AREAS IN
THE GRAB-AND-GO
MARKET FOR
BREAKFAST

Background

- The \$8K project developed an innovative grab and go meal made from chia, oats, yogurt and fruit, which uses freezing as an all-natural preservation method.
- Vancouver-based Jilly V's Enterprises Ltd. developed the first of its kind product containing yogurt that is delivered frozen and thawed to enjoy without sacrificing texture or flavor.
- Few products containing yogurt are able to be shipped frozen and eaten thawed, and this is the only product, containing 49% dairy, in the industry that can.

Funding from the Governments of Canada and British Columbia has allowed the company to:

- Conduct a study on the freeze-thawability of the product to determine how to achieve optimal texture and taste of the thawed product.
- Develop four freeze-thaw products.
- Develop partnerships with major food retailer in 27 different locations in Alberta, Saskatchewan and Manitoba, and 33 locations across B.C.

Through the study, the company was able to formulate an ingredient and processing methodology that can extend the shelf-life of a perishable product containing dairy by 10 months, eliminating food waste and increasing the industry's bottom line. They were successful on all five product lines. Five freeze-thaw products were created and are available in Overwaitea Foods, Sobeys, Safeway, Thrifty's, Loblaws City Markets, Whole Foods, with a broad reach, especially in Alberta, into many food service locations, including hotels, cafes, and recreation centres.

Benefit to British Columbia

- Sales in the first year increased by \$125K, and are expect to triple in 2017 with freeze-thaw preservation and participation in Buy Local marketing initiatives.
- With freeze-thawability, inventory and waste are controlled and cost-savings for the retailers are increased.
- Ingredients are sourced from Organic B.C. dairy and food suppliers creating 19 jobs for British Columbians by 2018.
- \$5 million in projected sales by 2018.

Funding for the Canada-BC Agri-Innovation Program has been provided by the Governments of Canada and British Columbia through *Growing Forward 2*, a federal-provincial-territorial initiative.

