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Claude Lemieux, Petr Svoboda Team-up With Local Entrepreneurs To Launch Moov

Published: 19-November-2009

By Staff Reporter

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Product line is available in IGA supermarkets in Quebec

Two former teammates of the 1986 Stanley Cup Champions, the Montreal Canadiens, have joined forces with two local entrepreneurs to form a new corporate team and on a different frozen medium with Moov Frozen Foods, a business venture in frozen fruits and vegetables.

Claude Lemieux, Petr Svoboda, Montreal businessmen Platon Gavrielatos and Steve Zervoudakis are now partners in the new Canadian company that packages, markets and distributes frozen fruit under the Moov label. The product line is available in IGA supermarkets in Quebec and negotiations are currently under way with other major chains across Canada.

Moov Frozen Foods is a Canadian company that will serve both domestic and international markets.

Platon Gavrielatos, owner of Alasko Frozen Foods has been distributing frozen fruit and vegetables from around the world for more than 20 years.

Gavrielatos, CEO of MOOV Frozen Foods, said: "The Food and Drug Administration of the United States noted 11 years ago that frozen fruits and vegetables are equivalent to fresh produce in their nutrient profile as they are processed at their highest point of nutritional content.

"Health Canada recommends eating 5-10 servings of fruits and vegetables every day. With a growing market and an increasing focus on health we knew it was time to introduce MOOV."

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