

Story Tools

Font size: [A](#) [A](#) [A](#) [A](#)

Photo visibility: [Hide All](#) [Show All](#)

Former Habs' teammates partners in MOOV Frozen Foods

By Paul Delean, **The Gazette** November 19, 2009



Former Montreal Canadiens players Claude Lemieux (left) and teammate from the 1986 Stanley Cup champion Canadiens, Petr Svoboda, raise a glass of a beverage made from MOOV frozen fruit.

Photograph by: John Kenney, The Gazette

They used to be teammates on the ice. Now they're partners in the frozen-food aisle.

Former Montreal Canadiens Claude Lemieux and Petr Svoboda are among the principal owners of a new Quebec-based company, MOOV Frozen Foods, which is aiming to become a global supplier of frozen fruit and vegetables to retail stores. Its products already are available at IGA stores and some independent supermarkets in Quebec.

Lemieux is president for North America, Svoboda the president for Europe. Another partner, Platon

Gavrielatos, a veteran of 25 years in the frozen-food business, is chairman of the board and chief executive officer.

The company, which had its official launch Thursday at La Cage aux Sports in the Bell Centre, is targeting 2010 sales of more than \$25 million.

© Copyright (c) The Montreal Gazette