

Press Release

Les herbes gourmandes becomes **G**ourma

New brand identity and development of a carbon neutral website.

ST-NORBERT, February 1st, 2023 – An important player in Quebec's greenhouse industry, Les herbes gourmandes of St-Norbert, unveiled its new name and brand identity today, Gourma, designed in collaboration with creative partner Sid Lee. Marking the evolution of their offering, Quebec's leading producer of fresh herbs, Gourma greenhouses continues to offer nature's best flavours, year-round.

"Gourma is a tribute to the origins of our company: a shorter and friendlier version of gourmandes. A word that links us more closely to the concept of fresh, gourmet and specialty ingredients. The change also reflects the development of our company over the past decade, our vision and our ambitions. Gourma is moving towards diversifying our product line" says Charles Verdy, president and co-founder.

With over thirty varieties of fresh herbs including the organic line, Gourma is what gourmets reach for to enhance their dishes.

"We wanted to introduce a premium identity that embodies the energy and illustrates the simple, approachable nature of the brand. By playing with the letter O, we reference both the sun and a greenhouse. The colour palette is inspired by nature: a wide range of bright and cheerful colours," says Isabelle Allard, creative director at Sid Lee.

Gourma will also develop a new carbon neutral website with the agency, showcasing the eco-responsible values of the company.

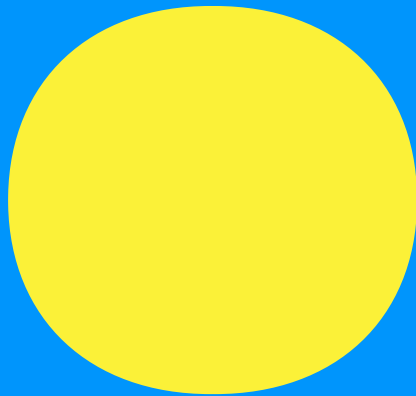
The public will discover the new Gourma packaging gradually, at all grocers and merchants in Quebec and Ontario.

About Gourma

Gourma is made up of a team of passionate people who grow and market fresh herbs ready to be enjoyed. Located in St-Norbert in the Lanaudière region, Gourma greenhouses grow 25 varieties for the conventional non-GMO line and 9 varieties for the Ecocert certified organic line, all of which are distributed across the province and in Ontario. Guided by their values of innovation, quality, respect and pleasure, the team of more than 60 Lanaudière residents is a pillar of market garden production and contributes significantly to Quebec's food autonomy. In the last two years, Gourma has doubled its surface area, considerably increasing its production capacity.



[@serresgourma](#)



About Sid Lee

Sid Lee is a borderless creative agency applying storytelling, design and technology to build customer experiences that matter.

Their multi-disciplinary team of 900 professionals works as one out of offices in Montreal, Toronto, New York, Paris, London, LA and Seattle.

Working side by side with progressive clients, they deploy their creative capabilities in several disciplines, ranging from design to interactive and experiential communication to advertising and architecture, allowing their clients to outperform their competitors and earn the trust and loyalty of their customers.

Offering fully integrated solutions across the globe, Sid Lee is a member of kyu, a collective of top-tier global creative companies. Sid Lee also imagined C2 Montréal, one of the largest creative-business conferences in the world.

For information: kaubin@sidlee.com 514.941.0111