



LES GRAND PRIX DUX / MIEUX MANGER AS PART OF LES JOURNÉES DUX MIEUX MANGER, MIEUX VIVRE

WHAT ARE LES GRANDS PRIX DUX

Since 2013, the day formed by the DUX+ conferences and the DUX Grand Prix gala is a must in the food sector.

During the day, DUX+ conferences provide industry professionals with a fresh look at a multitude of issues that affect their daily lives. Responsible food, innovation, improving the offer; how can we respond to these societal issues as an industry? This is the big question participants will be asking themselves at the 2021 edition.

Each year, the DUX Grand Prix highlights the leadership of agri-food companies, NPOs, institutions and non-food commercial enterprises that have innovated to help improve the diet of the population. During the DUX Grand Prix Gala, several awards are presented. In other words, DUX is the first competition that aims to recognize, promote and showcase initiatives that inspire Canadians to Eat Well, Live Well.

NEW THIS YEAR!

Because food is no longer just a matter of content, but also of container and repercussions - both on our health and that of the planet - it was only natural to bring together the GAÏA Awards, the DUX Grand Prix and the DUX+ conferences in a brand new formula: **LES JOURNÉES DUX MIEUX MANGER** (*Les Grands Prix DUX*), **MIEUX VIVRE** (*Les Prix GAÏA*).

During two days where food will be observed from all angles, professionals from the bio-food, nutrition, sustainable development, packaging and many other sectors will be able to learn, share and celebrate the best in these complementary spheres.

Visit our [WEBSITE](#) for all the information on the complete event

DATE AND PLACE OF THE EVENT

MIEUX MANGER: The Grands Prix DUX gala will take place at the end of January 2021.

COVID-19: For this edition, Les Journées DUX Mieux Manger, Mieux Vivre will adjust to the guidelines of the Institut national de santé publique du Québec in order to comply with current health standards. Thus, all the details on the event (virtual or not) including the unveiling of finalists, conferences, networking and gala, will be communicated to you later this fall.

ELIGIBLE CANDIDATES

Eligible to apply are commercial companies that have modified or introduced food products or implemented initiatives that promote healthy eating habits.

Also eligible to apply are non-profit organizations, institutions, self-employed workers and commercial enterprises that have developed an initiative, program or project for training, awareness-raising, enhancement or transfer of expertise that promotes healthy eating habits.

Also eligible in the "In Ebullition" category are companies that plan to launch a product or initiative between **January 31, 2021 and October 31, 2021**.

HOW DO I SUBMIT AN APPLICATION?

Registration for the DUX Grand Prix is done in **3 steps**:

1. Pre-registration: Registration and payment

You will find this form [HERE](#)

Registration closes on **November 08, 2020 at MIDNIGHT**.

- Following this pre-registration, you will receive an email containing all the links, documents and information necessary to help you complete your application.

2. Submission of the application file: Fill out the form and send the required attachments.

2.1 Answer all the questions on the form :

- a) You will receive the link to this form in your confirmation email following your pre-registration)
- b) You will be **able to save your answers** and **complete the form at different times**.

2.2 Send all requested annexes* :

- a) You will need to **drop all of these attachments** into a [shared Google Drive](#) folder. You will **receive the link to this folder**, customized according to your category, in the **confirmation email when you pre-register**.
- b) You will have access to this file at all times to file your appendices and modify them if necessary.

The deadline for receipt of your complete application is **November 15, 2020 at MIDNIGHT**.

**Note: all your attachments must be accompanied by the name of your product or initiative (in the document and in the file name).*

3. Sending of the product submitted to the contest :

For the categories PRODUCTS and COMMUNICATIONS (book or magazine), you will have to send your product presented. Delivery information will be sent to you in the fall.

The quantity sent must be suitable for **20 individual tastings** (except for **books**, you can send only **2-3** copies).

The reception of the products must be done at the **latest on November 23rd, 2020 before 4:00 p.m.**

EDIKOM DISTRIBUTION

Att : Josiane Simard

880 Jean-Neveu Street | Longueuil, QC J4G 2M1

The nomination is submitted by the company or organization that wishes to be recognized as a leader in promoting health through food.

The file submitted must be signed by a representative of the senior management of the company or organization. The application cannot be submitted by a third party.

Validation of registrations

EDIKOM will make a first check of the registration files to verify that they are eligible and that they are duly completed and accompanied by the documents essential to the understanding of the project presented. Then, each member of the jury will receive the files online in order to study and evaluate them. Please note that jury members reserve the right to reclassify an application under another category or sub-category.

REGISTRATION FEES

DUX Grand Prix entry fees are established according to the type of company

Types of business	RATES
Small NPO <i>(Less than 1 million in revenues)</i>	120\$ + taxes per application
Large NPO <i>(More than 1 million in revenues)</i>	420\$ + taxes per application
Governmental institution <i>(Educational institutions, hospitals, etc.).</i>	120\$ + taxes per application
Start-up company <i>(In business for three years or less)</i>	210\$ + taxes per application
Small and medium size business	420\$ + taxes per application
Big business	840\$ + taxes per application

Note: In the case of **books and magazines**, the type of participant will be based on the publishing house, not the author.

JURY

The jury is composed of a minimum of twenty specialists with diverse expertise in the areas of health promotion and nutrition (a jury of at least 7 people per category).

The president of the jury gives himself the right to ask for the opinion of experts in order to clarify or specify technical notions that are essential and determining for a good understanding of the project presented to the jury.

The list of jury members is available online at <https://programmedux.com/en/jmmm-2/>

Deliberations and evaluation :

Each member of the jury will be required to review all applications received online based on an evaluation grid specific to this competition. An average score will then be awarded by the jury.

To be considered a finalist in a given category, an applicant must have received an average score of 70 out of 100 points from the jury members. Unless there is a tie between two scores, three finalists will be selected based on the three highest scores out of 100 points in each category of the competition. The winner will be the one with the highest score.

PUBLIC VOTE

Part 1: Consumer Jury :

In addition to the expert jury, a consumer jury is created. It is made up of a dozen members of the public who evaluate all the applications received, based on an evaluation grid specific to this competition. An average grade will then be awarded by this jury.

Part 2: Online public voting :

There will also be an online public vote from **December 16, 2020 to January 15, 2021**. Consumers will be invited to view the candidates' online candidate profiles and vote for their favourite.

The People's Choice Award will be presented in each category (4 People's Choice Awards) to the nominee with the highest score, which will be calculated as follows: 40% online audience vote, and 60% consumer jury score.

***Note:** To receive an audience award, the candidate must have received a minimum score of 70% from the jury.

CATEGORIES

Four main categories are now available

The division of categories has been reviewed to ensure the inclusion of all types of products and initiatives. This new division will allow competitors to be in categories that have participants equivalent to their entries.

Each product and initiative must have its own registration. It must choose its category and then identify according to :

- 1.** Type of application (type of product or initiative)
- 2.** The size of his company

1. Category 1 : PRODUCTS

Definition: Products processed, packaged and distributed in stores that improve the food supply.

1.2. Type of product :

1.2.2. EATING GUARD

Grocery products

- a) Ingredients for cooking and preparation (flour, broth, etc.)
- b) Pasta, rice and derivatives
- c) Canned food and jars
- d) Condiments, spices, oils, vinegars, dressings and sauces
- e) Honeys, syrups, spreads, jams, etc.
- f) Sweet/savoury snacks, bars, cereals
- g) Coffee, tea, hot drinks
- h) Unrefrigerated juices and beverages

Bakery

- a) Breads
- b) Pastries, cookies

1.2.3. FRIGO

Dairy products

- a) Milks, creams, butters, margarines
- b) Yogurts, cheeses, dairy desserts

Drinks

- a) Juices, ready-to-drink and cold drinks
- b) Beers, ciders and wines

Fruits and vegetables

- a) Pre-packaged fruit/vegetables and salads

Protein

- a) Meat
- b) Fish
- c) Substitutes (tofu, tempeh, legumes, nuts, etc.)
- d) Eggs, egg-based preparation

Ready to eat

- a) Ready-to-eat/heat dishes (meat, poultry, fish)
- b) Delicatessen
- c) Ready-to-eat/heat meals (vegetarian alternatives)

1.2.3. **FREEZER**

Frozen :

- a) Ingredients, raw products, fruits, vegetables
- b) Ready-to-eat/heat meals and side dishes
- c) Ice cream, frozen desserts

2. **Category 2 : DISHES -MENU**

Definition: dishes or menus prepared and served cooked (restaurants, cafeterias, community kitchens, etc.) that improve the food supply.

2.2 Dishes/menus that contribute to the improvement of the food supply (consumption on site)

3. **Category 3 : COMMUNICATION AND EDUCATION INITIATIVES**

Definition: Communication initiatives in print or electronic/media/media or education in the form of a program, activity or resource that is made available to the consumer and that improves the food supply and makes it more accessible.

3.2 Types of initiatives :

- 3.2.2 Books
- 3.2.3 Magazines and thematic editions
- 3.2.4 Website or mobile application
- 3.2.5 Advertising Campaign
- 3.2.6 Television or radio programs
- 3.2.7 Program or training

4. **Category 4 : FOOD ACCESSIBILITY INITIATIVES**

Definition: Initiatives to provide consumers with projects or products that improve the food supply and make it more accessible (community gardens, hospital or company menus, online services).

4.2. Types of initiatives :

- 4.2.2 Healthy eating project in companies and institutions
- 4.2.3 Online markets or grocery stores and product delivery (or take-out)
- 4.2.4 Boxed lunch or meal service: online ordering and delivery (or take-out)
- 4.2.5 Sale of unprocessed products (fruits and vegetables, eggs, meat, etc.) with online ordering, delivery or take-out service.

5. Category 5 : IN LAUNCH

Definition: A product or initiative that will be launched between January 31 and December 31, 2021.

- 5.1 Products
- 5.2 Dishes / Menu
- 5.3 Communication and Education Initiatives
- 5.4 Initiatives in accessibility of the food supply

COMPANY SIZES*

1. Very Small Business or NPO (from 1 to 9 employees and - \$1M in sales)
2. Small business or NPO (From 10 to 99 employees and - \$10M in sales)
3. Medium and large companies or NPOs (more than 100 employees and more than \$10 million in sales)

*To be classified in a category, you must meet the 2 criteria. If your turnover is higher than the one indicated in the selected category, you must register in the higher category.

EVALUATION CRITERIA

- Applicants' applications will be evaluated **according to the criteria for each category**. Below, you can consult each of these grids.

EVALUATION GRID

Category 1: PRODUCTS

(Includes the category IN EBULLITION / PRODUCTS)

Criterion 1: Improvement of the food supply

Jury members will analyze this criterion by taking into consideration that it encompasses facilitating and value-added products (categories Dux produit de 2020), i.e. the improvement of the food supply in all its dimensions (organic, socio-cultural, economic, food security and sustainable development).

SUB-CRITERIA :

1-1: Identification and description of the product 10

- 1-1-A: Title or name of the product
- 1-1-B: Product Description
- 1-1-C: List of ingredients and nutritional values
- 1-1-D : Consumer target
- 1-1-E: Date of marketing in Canada
- 1-1-E: Retail price of the product
- 1-1-G : Digital distribution of the product (number of stores)

1-2: Improvement of the food supply 60%.

1-2-1: Biological dimension: Nutritional values 25%.

- A. Food of good nutritional quality (salt, sugar and trans fat < 15% of DV and fibre > 8% of DV)
- B. 100% natural ingredients.
- C. Reduction in salt, sugar or trans fat levels (vs. your old product or category)
- D. Partial or total withdrawal of food additives
- E. Protein intake
- F. Vitamin and mineral intake
- G. Reduction of the number of ingredients

1-2-2: Socio-cultural dimension of the product 10%.

- A. Answer to a consumer need (recipe, experience)
- B. Allows to consume the product in other occasions
- C. Offers a portion adapted to the needs of the consumer
- D. Contributes to the conviviality of the meal

1-2-3: Economic dimension 15%.

- A. Accessibility price of the product (equal to or lower than the market price)
- B. Number of employees involved in the manufacture of the product
- C. Contribution to the local economy

1-2-4: Food safety and accessibility of the product 5%.

- A. Increase in circulation in Quebec
- B. Increase in available varieties
- C. Increased quality control and conservation

1-2-5: Sustainable development dimension of the product 5%.

- A. Increased use of local raw materials
- B. Reduced packaging weight or increased recyclability
- C. Increased product life span

1-3: Corporate culture and values to promote healthy eating 10% 1-3: Corporate culture and values to promote healthy eating 10

- 1-3-A. Level of transparency on product communication
- 1-3-B. Internally shared corporate values
- 1-3-C. Externally shared corporate values and ripple effect

Criterion 2: Taste 20%.

SUB-CRITERIA :

2.1 Indicate the results of internal or external taste tests of the product (provided by the applicant) **5% 5**

Candidates do not have to complete the following questions, they are answered by the jury members only:

- 2.2 Taste evaluation (sugar level, bitterness, acidity)
- 2.3 Appearance and Texture Evaluation
- 2.4 Color Evaluation
- 2.5 Odour Assessment

EVALUATION GRID

Category 2 Eat Better: Dishes / Menus

(Includes the category IN EBULLITION /PLATES-MENUS)

Criterion 1: Improvement of the food supply

SUB-CRITERIA :

1-1: Identification of the dish or menu 10%.

- 1-1-A : Title or name of the dish or menu
- 1-1-B: Description of the dish or menu
- 1-1-C: List of ingredients and nutritional values of each dish
- 1-1-D : Target clientele
- 1-1-E : Date of the dish or menu
- 1-1-E: Price of the dish or details of prices on the menu
- 1-1-G: Customer level (average number of customers per day)

1-2: Improvement of the food supply 60%.

1-2-1: Biological dimension: Nutritional values 25%.

- A. Food of good nutritional quality (salt, sugar and trans fat <15% of DV and fibre >8% of DV)
- B. 100% natural ingredients
- C. Reduction in salt, sugar or trans fat levels (vs. your old product or category)
- D. Partial or total withdrawal of food additives
- E. Protein intake
- F. Vitamin and mineral intake
- G. Reduction of the number of ingredients

1-2-2: Socio-cultural dimension of the dish or menu 10%.

- A. Answer to a need or a consumer trend (recipe, experience)
- B. Allows to consume the product in other occasions
- C. Offers a portion adapted to the needs of the consumer
- D. Contributes to the conviviality of the meal

1-2-3: Economic dimension 15%.

- A. Accessibility price of the dish or menu (equal or lower than the market)
- B. Number of restaurant employees
- C. Contribution to the local economy

1-2-4: Food safety and accessibility dimension flat or menu 5%.

- A. Increase in the number of dishes served
- B. Increase in available varieties
- C. Increased quality control and restaurant sanitation

1-2-5: Sustainable development dimension of the dish or menu 5%.

- A. Increased use of local raw materials
- B. Reduction of raw material and dish losses
- C. Increased product life span

1-3: Corporate culture and values to promote healthy eating: 10%.

- 1-3-A. Level of transparency on the communication of the preparation of the dishes/menus
- 1-3-B. Internally shared corporate values
- 1-3-C. Externally shared corporate values and ripple effect

Criterion 2: Taste 20%.

SUB-CRITERIA :

2.1 Indicate the results of restaurant evaluation: by external experts, newspaper articles, consumer rating, TripAdvisor, internal or external taste tests (provided by the applicant) **5%.**

Candidates do not have to complete the following questions, they are answered by the jury members only:

2.2 Taste evaluation (sugar level, bitterness, acidity)

2.3 Appearance and Texture Evaluation

2.4 Color Evaluation

2.5 Odour Assessment

EVALUATION GRID

Category 3: COMMUNICATION AND EDUCATION INITIATIVES

(Includes the category IN EBULLITION /COMMUNICATION AND EDUCATION)

Criterion 1: Improvement of the food supply

SUB-CRITERIA :

1-1: Identification and description of the initiative 10

1-1-A: Title or name of initiative

1-1-B: Consumer target of the initiative

1-1-C: Date or period of publication of the initiative

1-1-D: Public Initiative Award (if applicable)

1-1-E: Scope of the initiative (number of publications, number of people reached)

1-1-E: Description and Summary of the Initiative

1-2: Improvement of healthy eating 65%.

1-2-1: Biological dimension 20%.

Information understanding and promotion of the quality of the nutrient values of the initiative

- A. Food of good nutritional quality (salt, sugar and trans fat <15% of DV and fibre >8% of DV)
- B. The ingredients and the naturalness of the ingredients
- C. The importance of reducing salt, sugar and trans fats in the diet
- D. Partial or total withdrawal of food additives
- E. Protein, vitamins and minerals

1-2-2: Socio-cultural dimension 10%.

The initiative's response to a consumer need for information and knowledge or learning about healthy eating.

- A. New trends in food (recipes, experiences)
- B. The consumption of healthy eating on other occasions
- C. On the portions adapted to the needs of the consumer
- D. Encouraging conviviality of meals

1-2-3: Economic dimension 10%.

- A. Taking into account the price dimension in the communication of the initiative
- B. Contribution of the initiative to the local economy

1-2-4: Food security and accessibility dimension 5%.

- A. Level of diffusion of the initiative in Quebec
- B. Food security sensitivity of the initiative

1-2-5: Sustainable development dimension 5%.

- A. Communication on reducing the ecological footprint of food consumption in the initiative

1-3: Corporate culture and values to convey healthy eating 15%.

- 1-3-A. Level of transparency on communication of the initiative
- 1-3-B. Internally shared corporate values
- 1-3-C. Externally shared corporate values and ripple effect

Criterion 2: The level of attractiveness of the initiative 25%.

SUB-CRITERIA :

- 2.1: The quality of production of the initiative
- 2.2: Originality and Impact
- 2.3: Clarity of the message
- 2.4 : The scope of the message

EVALUATION GRID

Category 4: FOOD ACCESSIBILITY INITIATIVES

(Includes the category IN EBULLITION /ACCESSIBILITY OF FOOD SUPPLY)

Criterion 1: Improvement of the food supply

SUB-CRITERIA :

1-1: Identification and description of the initiative 10

- 1-1-A: Name of Initiative
- 1-1-B: Consumer target of the initiative
- 1-1-C: Date of commissioning
- 1-1-D: Public Initiative Award (list of awards)
- 1-1-E : Number of clients distributed
- 1-1-E : Description of the service offered

1-2: Improvement of healthy eating 60%.

1-2-1: Biological dimension: Nutritional values 20%.

- A. Food of good nutritional quality (salt, sugar and trans fat <15% of DV and fibre >8% of DV)
- B. 100% natural ingredients
- C. Reduction in salt, sugar or trans fat levels (vs. your old product or category)
- D. Partial or total withdrawal of food additives
- E. Protein intake
- F. Vitamin and mineral intake
- G. Reduction of the number of ingredients

1-2-2: Socio-cultural dimension of the initiative 10%.

- A. Answer to a need or a consumer trend (recipe, experience)
- B. Allows to consume the product in other occasions
- C. Offers a portion adapted to the needs of the consumer
- D. Contributes to the conviviality of the meal

1-2-3: Economic dimension 20%.

- A. Accessibility price of the initiative and service (at or below market)
- B. Number of employees in the initiative
- C. Contribution to the local economy

1-2-4: Food security and accessibility dimension of the initiative 5%.

- A. Increase in the number of products, dishes or other products distributed
- B. Increase in varieties available on the market
- C. Increase in the speed of access to the offer

1-2-5: Sustainable development dimension of the initiative 5%.

- A. Increased use of local raw materials
- B. Reduction of distribution costs
- C. Reduction of the level of packaging and overpackaging

1-3: Corporate culture and values to promote healthy eating: 10%.

- 1-3-A. Level of transparency on communication
- 1-3-B. Internally shared corporate values
- 1-3-C. Externally shared corporate values and ripple effect

Criterion 2: The level of service of the initiative 20%.

SUB-CRITERIA :

- 2.1 : The level of speed of the initiative (time between order and delivery)
- 2.2: Service and satisfaction rate (follow-up of errors and complaints)
- 2.3 The originality and added value of the service
- 2.4 Scope of service: (number of clients)

TO WIN

Finalists :

All finalists in the **PRODUCT** category will have **free integration into** the [MARCHÉ DUX](#) , the new online marketplace for DUX that was launched in the spring of 2020.

Finalists in each category receive a certificate bearing the mention Grand Prix DUX 2021 - Finalist Category "X".

Finalists have the option of using the DUX **Grand Prix 2021 - Finalist Category "X" as well as the DUX Grand Prix logo in their communications, with the exception of their product or product packaging.**

Winners :

In addition to being able to use the DUX **2021 Grand Prix - Category "X" Winner** and the DUX Grand Prix logo in their communications, the winning companies will also be offered numerous visibility opportunities, including :

- DUX Multiplatform Advertising Campaign Showcasing the 2021 Winners
- Press relations campaign (presentation of the winners in the specialized media, possibility of interviews, etc.).
- Presentation of the results of the contest, report of the gala evening on the website and on the newsletter of the magazines L'actualité ALIMENTAIRE and LE must
- Visibility on the DUX Program website

A **TASTE AWARD** (based only on criterion 2 of the evaluation grid) will be given in each major category.

NEW !

This year, with the merger of our 2 competitions (Les Grands Prix DUX and Les Prix GAÏA) as part of the DUX Mieux Manger, Mieux Vivre Days, we are pleased to announce the **creation of the** :

TO EAT BETTER, TO LIVE BETTER

This prestigious prize will be awarded to the three participants who have accumulated the most points in the total of the two competitions with our expert and consumer juries for the product or initiative they present at the event.

We therefore invite you to register your product and its container or your initiative and its process to the 2 contests for a chance to rank among the 3 companies that most represent the mission of the DUX Eat Better, Live Better.

In addition to being an important recognition, this distinction will allow you a high visibility among consumers, always looking for the best products available.

PUBLIC VOTE WINNERS :

Winning organizations in the Public Vote will be allowed to use the Public Vote sticker in all communications except for their **packaging or product**.

Use of the DUX logo :

The use of the DUX logo on a package or product must be approved by Edikom and the DUX Program prior to marketing.

To obtain permission to use the DUX logo on a package or product, the company must first :

1. Make a written request to use the DUX logo on a product or packaging that has previously been submitted to the 2021 DUX GRAND PRIX contest.
2. Send product samples for analysis by an external firm mandated by DUX. The objective is to confirm that the information on the product's nutritional factsheet, which has been submitted to the DUX jury for evaluation, is accurate. The cost of this analysis is assumed by Edikom.
3. If the product complies with the nutrition factsheet and the claims made to the DUX jury, the company will be invited to submit visual mock-ups of the packaging with the DUX logo to DUX for approval.
4. Following these three steps, DUX will give written authorization to the company to use the logo for a period of twelve (12) months.
5. After this first twelve (12) month period, if the winning company wishes to keep the logo on its packaging, it will have to provide a new written request to Edikom, as well as an analysis of its product. (The analysis must not be more than three (3) months old).
6. If the product still complies with the nutritional factsheet and the claims made to the DUX jury, Edikom will give a new authorization valid for twelve (12) months.
7. The company will be able to repeat this request for use every year, as long as no changes are made to the product's ingredients.

IMPORTANT

8. A product that subsequently changes its ingredient may ON NO EVENT use the DUX logo. The said product must be resubmitted to the members of the jury of the DUX GRAND PRIX contest.
9. Edikom reserves the right to analyze the product at any time to ensure that the product always complies with the nutritional data sheet submitted to the DUX jury.

RESPONSIBILITIES

EDIKOM reserves the right to use the material provided (name, logo, photos, etc.) in its publications and products as a promotional tool for the contest or for a journalistic report in any other publication.

GENERAL RULES AND REGULATIONS

1. No documents submitted as part of the contest will be returned to the participating company or organization. All documents submitted during the contest registration process will be destroyed by shredding at the end of the contest.
2. The organizers reserve the right to reject incomplete applications, applications that do not meet the required conditions, applications that are not clearly or legibly written, and applications that are not submitted by the deadline indicated in this document.
3. The members of the jury reserve the right to contact an applicant if clarification of the submitted project seems necessary to them in order to properly judge the project.
4. The decisions of the jury are final. If, in the opinion of the jury, no entry in a given category achieves a minimum score to be considered a finalist, the jury and the contest organizers reserve the right not to award any prize in the category.
5. At no time will jury members be permitted to disclose the evaluation scores of the deliberations. However, the competition organizers will be able to provide participants, upon request, with a qualitative assessment of the projects evaluated.
6. The organizers reserve the right to use or permit the use of the names or logos of the finalists and winners without payment of fees, rights or royalties and this, for the sole purpose of promoting the contest.
7. The participating company or organization must sign a waiver form, i.e., a declaration by which it releases the organizers and all persons and organizations involved in the contest from all liability.
8. The organizers and the members of the jury will treat all documents related to the applications submitted for this competition as confidential.

CONTACT AND QUESTIONS

The DUX team

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