

## Mamie Nova's origins

### It is about a granny...

- 1969** Meeting of seven cooperatives, including Even, and creation of a consortium named GAMA which decides to sell yogurts and fromages frais under Nova brand.
- 1973** Creation of the brand Mamie Nova for an advertising campaign.
- 1988** Disappearance of the Normandy Dairy Union, to which the brand belonged, replaced by the cooperative Générale Ultra Frais.
- 1992** Takeover of Générale Ultra Frais by Andros.  
The new company is named Novandie.
- 1993** Launch of the "Luxury" range of yoghurts. New flavours still continue to be added to this range today.
- 2000** Evolution of the brand's logo to represent a younger, more modern grandmother, still in complicity with consumers
- 2009** New version of the logo, with more modern writing and a more dynamic Look.

### ... who is getting younger

