

THE WINDSOR STAR

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Windsor, Ontario

Blueberry drink to be produced in East

VANCOUVER - Leading Brands Inc. (NASDAQ:LBIX) plans to start producing its TrueBlue blueberry drink in Eastern Canada in November to improve customer service and sales.

Ralph McRae, the company's chairman and CEO, said the move should also reduce freight charges.

The company, which has bottling plants in Edmonton and Richmond, B.C., said eastern production will likely be done on a contract basis initially.