



CANADA'S PREMIER CHOCOLATIER SINCE 1873



MEDIA KIT

2015 NATIONAL HOLIDAY TOUR



GANONG

When it all began, Canada wasn't even 10 years old and the candy bar hadn't been invented yet.

It's a story of hard work, determination and a commitment to innovation and deeprooted family values. In many ways, the story of Ganong is like the story of Canada itself.

Ganong is Canada's chocolate company located on 1 Chocolate Drive in Canada's official Chocolate Capitol – St Stephen, New Brunswick. The company has many firsts including the first Canadian lollipop, the first 5-cent nut bar and the heart-shaped box.

Just two years after launching Canada's oldest independently owned and family operated chocolate company, candy maker Frank Sparhawk invented the Ganong original Chicken Bones, spicy cinnamon flavoured candy filled with bitter-sweet chocolate.

Now 130 years later, the candy company and the chicken bone remain a Canadian favourite.

Ganongs heritage is a made-in-Canada success story. It's commitment to quality and innovation has allowed the candy maker to remain relevant in the lives of its customers across North America for well over a century.

We're excited to share our story with you!

Nick & Bryana Ganong



CANADIAN MANUFACTURED

Ganong Bros., Limited, proudly located in St. Stephen, New Brunswick, is Canada's oldest family owned and operated chocolate company. Ganong has a wide range of manufacturing capabilities: branded products, private label and contract manufacturing.

For over 140 years, the company has also had generations of hard-working New Brunswickers who have had a hand in making its products. Ganong products retail coast-to-coast in Canada and across the United States. The company also operates a chocolate boutique, the Ganong Chocolatier, on the site of the original Ganong factory featuring premium hand-dipped chocolates, and serves a worldwide clientele through its online store at **www.ganong.com**.

OUR CELEBRATED HISTORY

Founded in St. Stephen, New Brunswick in 1873, by brothers James and Gilbert W. Ganong, Ganong Bros. Limited is a proud Canadian success story.

In 1885, Ganong candy maker, Frank Sparhawk created the Chicken Bones – a hard cinnamon candy with a surprise bitter-sweet chocolate centre that quickly became a regional favourite.

In 1917, Ganong's best known boxed chocolates was born during the First World War - Delecto. Today Delecto still remains Ganong's largest manufactured boxed chocolate in Canada, with 7 unique assortments of premium milk and dark chocolates: Chewy milk caramels, maraschino cherries, peppermint creams, pal-o-mine fudge and chicken bones nougat.

Ganong Bros. - Founded in 1873



Chicken Bones - Invented in 1885



Delecto - First Introduced in 1917



Pal-O-Mine - Invented in 1920



In 1920, Ganong candy maker Ed Bosein invented the Pal-o-Mine bar. This 2-piece bar has a rich fudge centre, enrobed with dark chocolate and crushed peanuts. Canada's longest continuously produced chocolate bar.

In the early 1990's Ganong introduced a new confectionery item into their branded family called Fruitfull. Fruitfull jellies are made with real fruit purées sourced from around the globe. Today they are infused with natural fruit colours and flavours: Blueberry, Peach, Orange, Lemon, Strawberry and Raspberry.

In 1997 - Ganong became the official Canadian licensee for Sunkist brand, manufacturing all Sunkist fruit snacks in Canada. Ganong recently introduced Sunkist Chocolate Blends, an exotic fruit flavour combination of Coconut-Lime, Orange-Mango and Blackberry-Grape enrobed with premium dark chocolate.

NEW IN 2015!

In celebration of the 130th anniversary of Ganong Original Chicken Bones, Ganong is introducing Chicken Bones Bites. This bitesized version of the Original Chicken Bones. Ganong also launches a series of Chicken Bones inspired recipes to enjoy with family and friends.

Delecto Canadian Classics are introduced as part of the new stand up bag line-up. Ganong's Classic pieces and Canadian favourites include: Milk Caramels, Peanut Clusters and bite-size Cream Pepts.

Fruitfull - Introduced in 1990's



Sunkist - Ganong produces in 1997



Chicken Bones 130th Anniversary



Delecto Canadian Classics



2015 NATIONAL HOLIDAY TOUR

Nov 18 – 21 Vancouver • Dec 2 – 6 Calgary • Dec 10–14 Toronto



BRYANA GANONG

Bryana Ganong currently serves as President and CEO at Ganong Bros. Limited in St. Stephen, New Brunswick.

She is the fifth generation Ganong to lead Canada's oldest candy maker.

Bryana began her career at Bell Canada before joining Ganong as a Marketing Assistant in 1997. She rose through the ranks and has held numerous management positions at Ganong Bros. Limited, exposing her to many facets of the business. She is also deeply involved in the company's expansion project, working with both internal and external partners.

Bryana attended both McGill University and the University of Western Ontario before returning to New Brunswick in 1997 to join the family business.

She is active in the community having mentored through the P.A.L.S program for seven years and supporting various activities with the annual Chocolate Fest and The Chocolate Museum.

Bryana currently lives in St. Stephen with her husband and three children. She enjoys spending time with her family and at their cottage on the lake.



EVERYONE'S TALKING ABOUT GANONG



Bryana Ganong talks about how the family candy business survives a competitive marketplace



Youtube: Ganong: A Sweet Celebration



Interview with Steve Murphy CTV



MEDIA OPPORTUNITIES

This holiday season bring some holiday cheer to your audience with an interview with Ganong President - Bryana Ganong. A fifth generation Ganong now leading Canada's oldest family-owned chocolate company.

This year Ganong is celebrating the 130th anniversary of the famous Original Chicken Bones candy, a beloved holiday treat for the young and the young at heart.

Also, Ganong is releasing a series of Holiday recipes designed to make any occasion a sweet one! Don't miss this opportunity to connect with your audience on a topic everyone loves - holiday candy, family and yummy goodness!

You'll soon get a follow up call from our friends at Portfolio who are helping to coordinate our 2015 Holiday tour. We look forward to meeting with you and discussing the history of chocolate, the holiday season and ways to sweeten it up!

To contact us today connect with:

Mike Randall, Managing Partner Portfolio
(506) 878 3025
mike@weareportfolio.com



Ganong Bros., Ltd.



@GanongBros



Ganong Bros





Fruitfull





CHICKEN BONES^{TM/MC}



Sunkist®





DISCOVER THE GANONG CHOCOLATIER



Artisan Studio and Online Boutique



Corporate Gifts



Weddings & Special Occasions



Ganong Brothers LTD

1 Chocolate Drive
Saint Stephen, NB E3L 2X5
Phone: 506-465-5600

Media Inquiries

Mike Randall
(506) 878 3025
mike@weareportfolio.com



Ganong Bros., Ltd.



@GanongBros



Ganong Bros

