



Founded

1931 in Hamilton, Ontario, Canada. Original name of company was Allan Candy, later changed to The Allan Candy Company Limited.

Folklore

The Allan Candy Company Limited is named after its visionary, original owner, Allan Vertlieb, who first started selling lollipops from his home. These lollipops were produced in his kitchen.

Mission Statement

Differentiate ourselves in the competitive confectionery marketplace by building a customer and consumer-centric organization which works with passion and accountability to innovate, serve, and drive profitable, sustainable growth, while remaining sensitive to our corporate social responsibility to both our communities and the environment.

Vision

To be recognized as North America's pre-eminent independent confectionery business, partner and provider that is the catalyst for great confectionery experiences

Guiding Principles

- » Act collaboratively, celebrate teamwork and treat each other with trust, dignity and respect
- » View our consumers and customers as central to everything we do, every day in every way
- » Value creativity, innovation, and vision and embrace diversity in the way we do business
- » Remain results-oriented and performance-driven, recognizing profitability as being essential to our success
- » Extend the "realm of the possible", challenge the status quo, and apply the highest standards of excellence in our day-to-day actions
- » Contribute positively to our communities and to our environment

Background

The Allan Candy Company Limited is a leading North American manufacturer of quality chocolate and sugar confectionery products. The Allan Candy Company Limited markets such iconic brands as Allan, Big Foot, Hot Lips, Twirls, and Trebor. Allan is the leader in the Easter novelty chocolate segment, with such brands as Peter Rabbit, Mr. Solid, Mr. Munchy and the Junior range, and Allan leads the Canadian Candy Cane market with a variety of products sold under the Allan brand. Allan Candy's Bulk, Pick and Mix, and Pick a Treat franchises delivers to candy-lovers a wide assortment of sugar confectionery in the soft, toffee and hard candy formats. In addition, Allan leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver a substantial range of confectionery products to address the health and well-being needs of today's consumer.

Products

The Allan Candy name, along with its trademark logo, is readily recognized in the Canadian confectionery marketplace and is known for quality Made In Canada confectionery products. Allan Candy's product portfolio is extensive, and includes soft and hard candies such as gummies, jujubes, gum drops, toffees, mints and candy canes, as well as a large range of solid and hollow novelty chocolate.

Folklore

Allan Candy services all of the major Drug, Grocery, Mass, Club and 'RGV' (Remaining Grocery and Variety) in Canada and the US either directly or through distributor and broker relationships.

Employees

The Allan Candy Company Limited has approximately 400 employees world-wide.



Employee Benefits

All eligible full-time and part-time employees qualify for a comprehensive flexible benefits package that includes health, medical, drug, dental, vision and retirement benefits. In addition, all employees have the opportunity to experience and learn more about the Allan Candy business through our innovative 'work with' programs which partners employees with our field sales resources so that our employees learn firsthand about our business from the consumer and customer perspective.

Alliances

The Allan Candy Company Limited has developed a number of industry-leading alliances with suppliers and partners that span our core categories.

Website

www.allancandy.com

Corporate Information

The Allan Candy Company Limited was acquired by ReichmannHauer Capital Partners on June 4th, 2007 after a divestiture by Cadbury Adams Canada Inc. ReichmannHauer Capital Partners is a private investment firm of active investors and business builders, whose principal orientation is to be highly active, yet patient owners, driving lasting strategic and operational improvements and strong financial returns.

The Allan Candy Company Limited was incorporated under the laws of the Province of Ontario, Canada, in Toronto, Ontario on May 17th, 2007

Guiding Principles

At The Allan Candy Company Limited, we strive to be a prominent enduring company by adhering to forward-looking business practices that help produce social, environmental and economic benefits for the communities in which we operate. Allan Candy focuses its efforts on providing a great work environment for our employees, making a positive contribution to our local communities, and working with our suppliers and customer to help ensure our mutual long-term success. We firmly believe in our absolute responsibility to deliver high-quality, innovative confectionery products for our consumers to enjoy.

In 2007, we:

- » Provided 14,300 hours of training for our employees
- » Donated in excess of \$110,000 in products to select charitable causes and events
- » Volunteered over 2,400 hours in our communities through our volunteer programs
- » Sourced raw materials and ingredients from approved suppliers who align with our social and environmental philosophy and responsibilities
- » Recycled 83% of our paper used in our plant and office operations
- » Supported countless other socially responsible initiatives, which benefit the less-fortunate in our communities.

Corporate Head Office

The Allan Candy Company Limited
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