

ESTABLISHED 1885



NEW LOOK SAME PRODUCT

You will notice that we have changed the look and feel of our Victoria Creams, Almond Brittles, Empress Squares and chocolate bars. **WHY THE CHANGE?**

- 1 Our new packaging is now more sustainable and resource friendly as it reduces the amount of material used (by over 50%) and energy consumed to protect these products.
- 2 Our new packaging achieves a higher standard of food safety. It offers tighter and tamper-evident seals that improve our control over moisture, oils and oxygen migration.
- 3 Our new packaging is more efficient, freeing up resources and allowing us to continue to support Fair Trade Certified™ Cocoa initiatives including fairer wages for farmers, support for community programs and improved environmental practices.
- 4 Finally, the improved efficiencies allow us to continue to invest in our local communities by supporting our employees, charitable organizations and green initiatives such as the elimination of plastic bags in our retail stores.

We believe that this is change for the good. Good for our farmers, good for our employees, good for our communities and good for our environment. But let's be clear, faithful to our legacy, we have not changed the high quality ingredients that have made us Canada's favourite chocolatier for over 132 years. Some things will never change! Thank you for your continued support.

