



BROOKSIDE®

THE BROOKSIDE STORY

Hugh Wiebe and Denis McGuire, friends since 1974, formed the Brookside Foods premium chocolate company partnership in 1988.

Hugh brought to the partnership the Wiebe family traditions of honesty, integrity and dedication to excellence, which Hugh's father, Aaron had employed since founding Brookside Farms in 1954. In addition, Hugh brought over 30 years of food industry expertise to the new company.

Denis, who with his wife Maria, emigrated from Scotland to Canada in 1967, contributed his wide knowledge of food and beverage preparation technologies acquired while employed by leading food processing companies in Scotland and Canada.

(Unfortunately, manufacturing Scotch Whiskey was not included in his skill set!) However, the knowledge he gained about the chocolate manufacturing process and scientific technology, as quality control manager with a well established chocolate manufacturing company, proved particularly beneficial in this new endeavour.

In order to create a completely unique, world-class premium Pure Milk Chocolate it was essential that the necessary high quality ingredients were sourced and subjected to extensive testing. Over the next eight years, thanks to the tireless work of the chocolate development team, the creamy and delicious Brookside Chocolate was perfected.



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The goal of creating a chocolate that would distinguish itself from mass-produced products marketed by multi-national candy companies, was achieved with this exceptional confection.

The flagship Brookside Chocolate product launched was Pure Milk Chocolate Almonds, which very quickly became a significant success story across Canada. This mouth-watering combination of Brookside chocolate and freshly roasted California almonds became the top selling confectionery item in its class.

Since this first great success, Brookside has gone on to create more wonderful confectionery treats, two of which, namely Brookside Dark Chocolate Almonds and Brookside Premium Fruit and Nut were awarded the Canadian Grocery Association Grande Prix, New Products Award, in 2006. This award recognized the products as completely unique, innovative, of excellent quality, with superior package graphics, but best of all – they tasted fantastic!

These attributes epitomize the great care and attention that Brookside employs in masterfully creating the exquisite pairings of our creamy chocolate with a selection of wholesome fruit and nut centres.

The Brookside family is honoured and delighted to offer to the world our superior and unique confections and it is our promise that quality and dedication to excellence will continue to be the hallmarks of our products.