



## English Bay Blending acquires Kinnikinnick Foods.

January 29, 2024 (Edmonton Metropolitan Region) – Today, English Bay Blending and Fine Chocolates announced that they have acquired Kinnikinnick Foods, a local, Edmonton region food producer and market leader of gluten-free products. This acquisition will build on English Bay’s three current areas of expertise: protein bars, chocolate, and dry blends – expanding their business streams to include gluten-free baked goods.

English Bay Blending and Fine Chocolates is a proud provider of private label and co-manufactured food since 1983. In April 2023, CEO Jack Seguin announced plans to move English Bay’s manufacturing facility from Delta, BC to Stony Plain, Alberta. The new ~120,000 sq. ft. facility will employ around 70 people and is scheduled to be open November 2025.

Kinnikinnick, which is headquartered in Edmonton, has been producing high quality gluten-free baked goods since 1991 is a true local success story and was North America’s second-largest producer of gluten-free baked goods.

“As a family-owned company that has been able to grow itself into a large operation with an international market presence, Kinnikinnick will fit perfectly with our own family-owned English Bay team,” said Jack Seguin, CEO, English Bay. “Relocating to Stony Plain ensures English Bay is well-positioned to continue its growth from the Edmonton region – this acquisition is a part of that growth. Here, we have a supportive business environment and have access to high-quality talent and ingredients.”

Kinnikinnick’s facility will remain strictly gluten-free, as well as free from dairy, nuts, peanuts & soy.

“We are excited to continue to produce the Kinnikinnick products loved the world over by those with celiac disease and on restricted diets,” said Seguin.

“Our combined customer service-driven teams will continue to deliver excellence in food products to North American retailers and around the world. We are eager to offer our own innovation, investment, and the expertise of our management team to continue to drive growth for our customers,” said David Foster, President of English Bay.

“We are extremely excited to see English Bay’s continued growth from the Edmonton Metropolitan Region. Value-added agriculture holds so much potential for our region. We’re one of the few places in the world that produces more food than we consume and our Northern location means we’re strategically connected to global markets. We look forward to continue to see English Bay benefit from our strong ecosystem and are excited for what this will mean for Kinnikinnick’s future growth.” -

*Malcolm Bruce, CEO, Edmonton Global*



### **About English Bay Blending & Fine Chocolates**

English Bay was founded in 1983 by owner Jack Seguin who developed a famous cookie recipe that took the food industry by storm. English Bay Blending began its operations in 2001, its success led to the addition of the Fine Chocolates division in 2007, followed by a bar line in 2018. English Bay serves customers across North America and focuses on co-manufacturing and private labels. English Bay is committed to excellence in manufacturing food products of the highest quality. To learn more about English Bay Blending & Fine Chocolates, visit [www.englishbayblending.com](http://www.englishbayblending.com).



### **About KinnickKinnick Foods Ltd.**

Based in Edmonton, Alberta, KinnickKinnick Foods has been crafting safe & scrumptious gluten-free baking since 1991. The company is committed to serving those with celiac disease & food allergies, so they can share the best things in life with family & friends, free from risk & worry. All products are produced in two dedicated, BRC, Kosher & GFPC-certified facilities, gluten & allergen-free. For more info, visit [www.kinnickkinnick.com](http://www.kinnickkinnick.com).

