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For Immediate Release

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## Orchard Sweet Strives To Cultivate Unique Candy and Snacks

LOS ANGELES — Candy category veterans Brendan Kelley and Ray Canik have partnered to form Orchard Sweet Foods — a candy and snack company dedicated to developing delicious products that appeal to today’s health-conscious consumers.

Both Kelley and Canik are former senior executives of the Ben Myerson Candy Company and established Orchard Sweet to bring the retail, grocery and produce sectors outstanding new products as well as the latest technology in all levels of the business.

“Orchard Sweet is dedicated to creating a family atmosphere, superior products and outstanding customer service,” says Managing Partner Ray Canik.

For more than 25 years the company’s team of professionals has worked hand-in-hand with the retail and grocery industry developing sweet solutions for the confectionery and produce aisles. Orchard Sweet Foods is the next step in that development and has plans to debut a “better for you” product line designed for today’s healthier consumer in the coming weeks.

“Our commitment to our buyers,” according to President Brendan Kelley, “is to provide them with healthy products, cutting edge concepts and flawless promotional execution.”



**Brendan Kelley**

Brendan Kelley, Orchard Sweet President, has more than 20 years of experience in consumer packaged goods and 14 years in the candy category. As company President, Kelley is responsible for all operations and strategic planning as well as tactical operations.

Prior to forming Orchard Sweet, Kelley spent 14 years with Ben Myerson Candy Co. in sales and marketing positions, most recently as Vice-President of Sales and Marketing. During his career at BMCC Kelley developed and directed a sales strategy that resulted in exceeding sales plan targets for the past six years. He also designed and implemented confection programs for the produce channel that resulted in an overall 40% net sales increase.

Kelley also has previous sales and marketing experience with The Liggett Group, Inc., Pepsi-Cola and Campbell Soup Corp.

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Orchard Sweet Managing Partner Ray Canik has 26 years of experience in the confectionery category, starting work with BMCC while still in college. Eventually Canik was tagged to run the company's daily business operations, focused on reducing operational costs throughout the company.



**Ray Canik**

Canik was also tasked with contract negotiations and purchasing, as well as implementing cost-saving programs related to manufacturing, transportation, energy and telecommunications. He streamlined the supply chain and also oversaw all the global transportation and logistics.

With a degree in finance from the University of Southern California, he will also be responsible for Orchard Sweet's financial operations.

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**EDITOR'S NOTE:** Interview opportunities are available with Orchard Sweet founders Ray Canik and Brendan Kelley. They can be contacted at [bkelly@orchardsweet.com](mailto:bkelly@orchardsweet.com) or by calling (888) 764 6668. High resolution color images of Ray Canik and Brendan Kelley can be downloaded at [www.orchardsweet.com/rcanik.html](http://www.orchardsweet.com/rcanik.html) and [www.orchardsweet.com/bkelly.html](http://www.orchardsweet.com/bkelly.html).

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