

## ADVANTAGE HACCP PROFILE: Embassy Flavours Ltd.



### Advantage HACCP adds credibility to flavouring

The story of Embassy Flavours starts with 17 year-old Martino Brambilla being handed the keys to a faltering family business. Twenty-five years later, the business is listed as one of Canada's fastest growing companies and is the primary manufacturer of flavours for bakery applications in Canada.

The transformation from near-bankrupt company to successful business didn't happen overnight. It was 13 years after Brambilla took over the business until Embassy Flavours' annual sales topped \$1,000,000. That was in 1994 and it signaled the start of dizzying growth. Production moved out of the small company's warehouse in downtown Toronto to a more modern facility in Etobicoke. More staff was hired and the business changed to meet the needs of the larger wholesale bakeries that were starting to take over the marketplace.

When it became clear that Embassy Flavours had outgrown its Etobicoke plant, Brambilla knew he needed a way to add management systems to their food processing and give him a further leg up to sell to even larger businesses. He found the perfect fit for both in *Advantage HACCP*.



### Embassy Flavours products include:

Cake Mixes, Batter Moist™, Cake Ingredients, Charlotte/Mousse Mixes, Prairie™, Sun Bread Products Flavour Concentrates, Bakers Flavours, Supreme Flavours, Emulsions, Flavour Compounds, Liquor Flavours, Pastry Ingredients, Instant Tea and Coffee

Taylor Harris, Marketing & Sales Coordinator  
Tel: 905-789-3217 Toll: 1-800-334-3371 ext. 217  
Email: [taylor@embassyflavours.com](mailto:taylor@embassyflavours.com)  
Website: [www.embassyflavours.com](http://www.embassyflavours.com)

HACCP stands for Hazard Analysis Critical Control Points and is the most recognized system worldwide for food safety. The *Advantage HACCP* program was developed by the Ontario Ministry of Agriculture, Food and Rural Affairs with delivery and administration of the certification provided by the Canadian General Standards Board (CGSB), an agency of the federal government.

There are inherent hazards related to the food processing environment and critical points in the food making process where food safety problems can occur. Analyzing every phase of the business and finding points where steps can be taken to reduce or eliminate food safety hazards results in improved food safety.

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Photo by Martin Schwalbe

Martino Brambilla, President "Part of our reasoning behind getting *Advantage HACCP* was as a value added element for customers," says Brambilla. "We're focusing on large clients now and trying to penetrate the U.S. market. Having HACCP makes you a serious player."

Their new facility in Brampton was built specifically with HACCP good management practices in mind. Brambilla says strict adherence to their *Advantage HACCP* food safety program has improved their business by creating new systems to manage and document food safety.

It's hard work to maintain the demanding *Advantage HACCP* standards and to pass the yearly CGSB audits. But it's even harder work to maintain strong growth. Fortunately, the company's *Advantage HACCP* certification also helps the Sales Department.

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Embassy Flavours is exporting to the Middle East and the Caribbean, as well as the United States. There are other organizations that will provide a HACCP program for a food processing business but Brambilla has seen how certification from a government body gives instant credibility in Canada and abroad.

Still, he says, sales and marketing is only an added benefit to their hard work with HACCP. "If you're doing it just for marketing than you're in it for the wrong reasons," he says. "You have to do it to benefit your business as a food supplier."

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Martino Brambilla, President  
Embassy Flavours

## Advantage HACCP can help your business

*Advantage HACCP* provides buyers and sellers with the benefits of a certifiable food safety management system, including increased confidence in product safety.

*Advantage HACCP* is specifically designed for small and medium-sized operations and offers a voluntary, staged approach to food safety management.

*Advantage HACCP* demands ongoing commitment to maximize food safety. Annual audits and ongoing staff training help ensure your food safety management system delivers the safe food products your buyers – and consumers – need.

ADVANTAGE |  Ontario

For more information on the *Advantage Series of Food Safety Programs™* - Processors

Call Toll free: 1-866-641-3663 (FOOD)

Email: [HACCP.advantage@ontario.ca](mailto:HACCP.advantage@ontario.ca)

Visit the Website: [www.ontario.ca/haccp](http://www.ontario.ca/haccp)