

  
*Dennis'*  
HORSERADISH



# CANADA'S PREMIUM SMALL BATCH HORSERADISH

— EST. 1960 —

100%  
CANADIAN  
FARM TO FORK





# OUR STORY

**A proud, 60-year-old  
Norfolk County brand,  
Dennis' Horseradish  
was founded by  
Dennis Gyorffy  
in 1960.**



The family distributed their products from Windsor to Ottawa and as far north as Sudbury. Customers ranged from small butcher shops and delicatessens to larger independent supermarkets. The business was sold to the Hantz family in 1980, who added recipes and flavours and perfected the product. In 2008 it was acquired by Ryders and DeHooghes, both local farming families, and in 2020 sold on to the Whitmore, Vandenbosch and Healy families. Through it all, Rick Hantz was the steady hand and remains the Master Horseradish Maker to this day.

At Dennis', we control the entire process from end to end, ensuring only the finest root and ingredients end up in everything we make. We harvest, process, grind, fill and pack it all ourselves to guarantee we produce only the hottest and best horseradish in Canada.

Headquartered in Delhi, the heart of Ontario's Garden: Norfolk County, everything remains local. Root is now grown by Lyndsay Menich & Drew Patterson in nearby Teeterville, who are committed to ethical farming and to continuous innovation. All our products are all-natural and kosher.

The brand and product portfolio have grown over time, while the focus on excellence, with a bit of an edge, has never wavered.



# VALUE PROPOSITION



## PREMIUM

More margin available, and point of differentiation for retailers

## GLUTEN-FREE

Also vegetarian/ vegan, point of difference vs. other products in the category

## CANADIAN

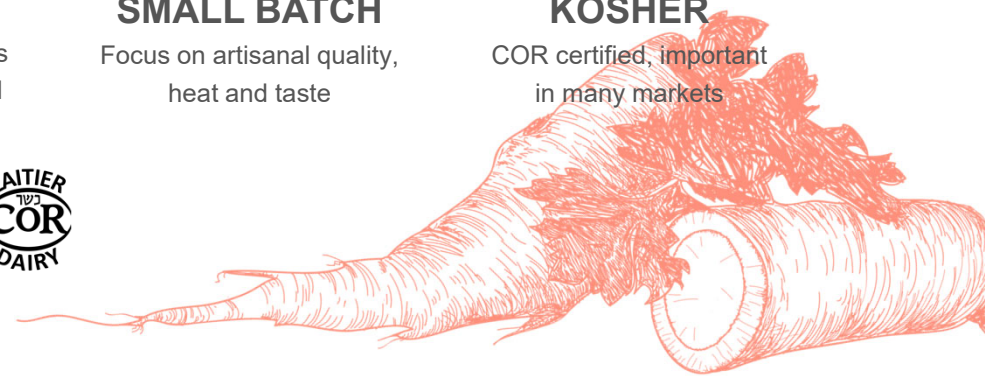
Made-In-Canada brand is strong home and abroad

## SMALL BATCH

Focus on artisanal quality, heat and taste

## KOSHER

COR certified, important in many markets





# POINTS OF DIFFERENCE



## ROOT

It starts with the best root. Our horseradish is grown in the sandy soil of Norfolk County, Ontario. The ideal growing conditions here produce hotter, larger, and tastier root than anywhere else in North America.



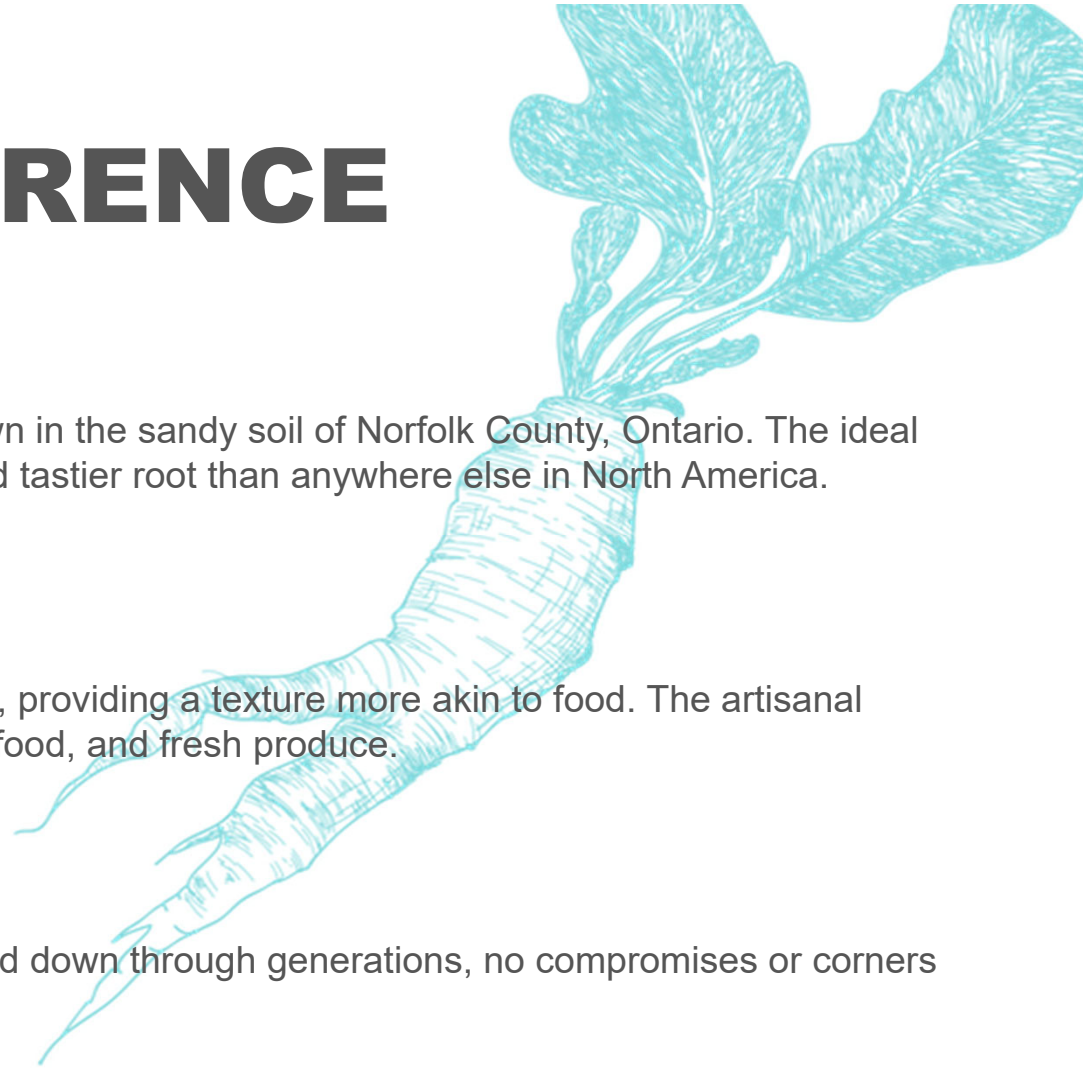
## GRIND

Our signature coarse grind is unique in the market, providing a texture more akin to food. The artisanal consistency pairs well with a variety of meats, seafood, and fresh produce.



## BRAND

60 years of well-earned reputation. Recipes passed down through generations, no compromises or corners cut, and an upside-down jar with a good story.



# WHOLESALE PRODUCTS AND PRICING

**\$42/case**

**Suggested retail: \$5.99+**

250 mL glass jars

Case: 12 jars, 10 pounds net weight



ORIGINAL



HOT



EXTRA HOT



MUSTARD



BEET  
RELISH



SEAFOOD  
SAUCE



# BULK PRODUCTS AND PRICING

**\$30/jug**  
**\$125/pail**

4L (1 Gallon) jugs  
20L (5 Gallon) pails

Bulk formats available to food service  
and food manufacturing clients.

Note: larger formats available in  
special order sizes.

Note: for private label opportunities,  
please contact us directly.



# MANAGEMENT TEAM



**MARK HEALY**

**CEO & CO-OWNER**

Mark heads up sales and marketing and brings some much-needed fashion sense to the business.

Mark's favourite way to use horseradish: spicing up oysters and shrimp with our horseradish and seafood sauce.



**MARK WHITMORE**

**COO & CO-OWNER**

Mark is the operations lead and knows a thing or two about farming and machinery.

Mark's favourite way to use horseradish: adding some zing to cold summer salads.



**MARK VANDENBOSCH**

**CCO / CFO & CO-OWNER**

Mark is the lead on the bulk side of the business and brings decades of farming background to DH.

Mark's favourite way to use horseradish: creating zesty mashed potatoes to enhance any meal.





# BROADER TEAM



**BRENDEN KELLY**

**MARKETING  
MANAGER**

Brenden is the face behind our social platforms, he looks after promotions, advertisements, and campaigns.

Brenden's favourite way to use horseradish: Perfecting steak with Dennis' Extra Hot Horseradish.



**SANDI LIEFL**

**LEAD SALES & PRODUCTION  
SUPPORT**

Sandi keeps everyone around here organized and happy and is focused on bringing Dennis' to the people everywhere in Canada.

Sandi's favourite way to use horseradish: using Beet and Mustard to add kick to a burger.



**RICK HANTZ**

**MASTER HORSERADISH  
MAKER**

Rick is the recipe keeper, advising on production, and has forgotten more about making hot horseradish than anyone in Canada knows today.

Rick's favourite way to use horseradish: heating up a roast beef sandwich.



**LYNDSAY MENICH &  
DREW PATTERSON**

**GROWERS**

Lindsay and Drew are family farmers who grow the root, and take great pride in their innovative growing and harvesting practices.

Lindsay and Drew's favourite way to use horseradish: spicing up a caesar.







Facebook



Instagram



Website

