

FRENCH'S® KETCHUP COTTON CANDY, A LIMITED-EDITION SUMMERTIME TREAT

Frozen is now flossed! French's brings the fun to the first week of summer

LONDON, ON, June 20, 2023 /CNW/ - French's announces its latest curiously delicious, limited-edition treat: "French's® Ketchup Cotton Candy." Made in collaboration with Canadian confectionary company, Treats for Us, the candy is made with French's Ketchup, featuring 100 per cent Canadian tomatoes. It combines some of the best traditions the season has to offer, ketchup and carnivals. Free samples will be available while supplies last at popup locations in select markets across the country from June 27 to June 28.

The launch follows the popular French's Ketchup Ice Pop in 2022, which became an instant summertime hit. Available in Vancouver, BC, Toronto, ON, and Leamington, ON next week only, French's Ketchup Cotton Candy again celebrates summer and offers a savoury ketchup flavour balanced with sweetness.

"I started Treats for Us to offer Canadians custom, locally-made concession favourites," says Treats for Us Founder, Laurens Gerlings. "So, when French's suggested partnering to create something never done before, combining the taste of Canada – French's Ketchup – with the nostalgic flavour of summer – cotton candy – I was in. We've created the soon-to-be iconic, French's Ketchup Cotton Candy."

French's will be handing out French's Ketchup Cotton Candy at the following locations:

- **Tuesday, June 27**

- Vancouver - 609 Granville Street, Vancouver, BC: 10:30 a.m. to 2:30 p.m.
 - Just South of Dunsmuir Street
- Toronto - 55 Bremner Blvd, Toronto, ON: 11:30 a.m. to 3:30 p.m.
 - Maple Leaf Square, in front of the spotlight statue

- **Wednesday, June 28**

- Leamington - 24 Seacliff Drive West, Leamington, ON: 12:30 p.m. to 3:30 p.m.
 - Seaclyffe Park, east of the outdoor volleyball courts

"In 2022, Canadians tried and raved about our French's Ketchup Ice Pops. In 2023, we're back with another summer 'spinoff' – French's Ketchup Cotton Candy," said Trevor Squires, Country Manager, for McCormick & Company, Canada. "We love celebrating local food and flavour; from the roots of French's Ketchup, made with 100 per cent Canadian tomatoes, to our Treats for Us partnership."

Honouring shared heritage, for each tub of French's Ketchup Cotton Candy given away, the equivalent of two meals* will be donated to Food Banks Canada to address food insecurity in Canada, expanding the partnership that began in 2015. This contribution supports more than 4,500 Food Banks and agencies from coast to coast to coast. Also in 2023, French's is supporting Food Banks Canada's *After the Bell* program which provides nutrient-dense food packs to children in need through the summer months.

This summer, French's encourages Canadians to make memories with great food and flavour, especially if it includes ketchup! Fans who want to experience the ketchup carnival at home can check out [French's Ketchup Funnel Cake](#) recipe. To learn more about the popups and get the at-home recipe, visit [Frenchs.ca](#). Follow French's via #FrenchsKetchup to join in the fun on [Instagram](#) and [Facebook](#).

**Based on Food Banks Canada's meal metric \$1=2 meals.*

Media Note: High resolution images are available for download at this [link](#).

About French's

French's was first introduced to the hot dog – and the public – at the World's Fair in 1904. It was love at first bite. Through the years, French's has become a Canadian staple from the ballpark to the backyard to the holiday table. French's family of products includes Classic Yellow Mustard, Tomato Ketchup, Worcestershire Sauce, Crispy Fried Onions and more. Visit [Frenchs.ca](https://frenchs.ca) for information and recipes.

French's is one of McCormick & Company's (MKC) brands. With over \$6 billion in annual sales across 170 countries and territories, McCormick is a global leader in flavour. Founded in 1889 and headquartered in Hunt Valley, Maryland USA, McCormick is guided by our principles and committed to our Purpose – To Stand Together for the Future of Flavour. McCormick envisions A World United by Flavour where healthy, sustainable, and delicious go hand in hand. To learn more, visit mccormickcorporation.com. Follow McCormick & Company on Twitter, Instagram and LinkedIn.

About Treats for Us

The "Treats for Us" brand, a division of Wonderland Food & Equipment Inc., was created during the Covid-19 shutdown in 2020. Wonderland Food & Equipment Inc is one of Canada's leading concession equipment and supplies distributor. When you think of fun foods (popcorn, cotton candy, slush, nachos & cheese, funnel cakes and ice creams to name a few) you have come to the right place. We wanted consumers to be able to buy direct from us, so we created the Treats for Us brand.

About Food Banks Canada

Food Banks Canada provides national leadership to relieve hunger today and prevent hunger tomorrow in collaboration with the food bank network from coast to coast to coast. For 40 years, food banks have been dedicated to helping people living with food insecurity. Over 4,500 food banks and community agencies come together to serve our most vulnerable neighbours who – last year – made 1.1 million visits to these organizations in one month alone, according to our HungerCount report. Over the past 10 years, as a system we've sourced and shared over 1.4 billion pounds of food and Food Banks Canada shared nearly \$168 million in funding to help maximize collective impact and strengthen local capacity – while advocating for reducing the need for food banks. Our vision is clear: create a Canada where no one goes hungry. Visit <http://www.foodbankscanada.ca/> to learn more.

SOURCE French's

For further information: Dea Masotti Payne, dea.masottipayne@northstrategic.com, M: 204.583.1695; Sarah Windham, Sarah_Windham@mccormick.com, M: 443.844.9067

Additional assets available online:  [PHOTOS \(1\)](#)

<https://stage.mediaroom.com/mccormick/2023-06-20-Frenchs-R-Ketchup-Cotton-Candy,-A-Limited-Edition-Summertime-Treat>