



Henry's Tempeh announces national distribution focus, key retail wins and product innovation to satisfy growing taste for tempeh in Canada

Company rallies for more Canadian retailers to support Canadian brand over lower quality imports not made locally or from local ingredients.

Kitchener/Waterloo, ON April 18, 2023 -- Henry's Tempeh is quickly and quietly taking over plant-based plates in Canada with 200 per cent sales growth in the past five years and a newly signed National distribution agreement in Canada with UNFI Canada. New innovation formats of the popular fermented soybean food, coupled with bold new flavours help ensure the growing taste for tempeh is met with a quality Canadian product that's broadly available for all at retail.

The UNFI distribution agreement, with a close focus on more growth in Western Canada, rides big momentum from 2022 when the company celebrated their 20th anniversary making locally produced tempeh in Kitchener Waterloo from all Canadian ingredients. The company's leadership in Canada is also benefiting from home delivery through Vegan Supply and a new Ontario-based alliance with Sobeys' Local Program.

"Henry's Tempeh is riding high with our recent wins helping tempeh to become as mainstream as tofu, as a delicious plant-based protein staple," shared co-owner Philip Diceanu, Managing Partner and head of Operations, Sales and Marketing at Henry's Tempeh. "With that bold pride, we're calling on Canadian retailers who currently list only imported tempeh, to give our high quality and better tasting Canadian tempeh a try! We're so confident people will prefer Henry's Tempeh and we have always offered a money back guarantee."

Tempeh's growth, as a flexible plant-based protein, is booming so much that Henry's Tempeh is readying to launch a food service-focused bulk ground tempeh product and is also working on new flavour innovations to launch before year end.

"To satisfy hungry tempeh fans, we recently refreshed the overall look of our brand and advanced tools to help healthy food lovers with delicious recipes, cooking tips, blog posts, contests, a newsletter and more," added Diceanu. "It's amazing the tempting recipes and ideas our tempeh fans come up with that blow our Chef away!"

Tempeh is in Demand

Tempeh is a versatile and a healthy meat alternative made from fermented soybeans. It is an ideal plant-based protein alternative that tastes good and consistently works well in a mix of recipes options. As more and more consumers try plant-based foods, the interest to try something new is increasing.

So much so, that in October 2022, Google Doodles profiled Tempeh Day (October 29th) to celebrate the ingredient as a booming food staple!

"According to Plant Based Foods Canada, in 2021 the growth in consumption of plant based foods outpaced conventional food and beverage consumption growth. We are certainly seeing that momentum at retail with consumer demand booming for tempeh in many tastes and formats. And the flavourful taste of Henry's Tempeh beats out any competition time and time again," shared Hartley Berg, the newly appointed National Sales Manager for Henry's Tempeh. "The nutrient-packed, plant-based protein in Henry's Tempeh delivers twice the protein of tofu, it's also high in fibre and a good source of micronutrients. In fact, one 85g serving of tempeh, delivers 16g of protein, 7g of fibre, and 17 per cent of daily iron requirements, which is actually equivalent to the amount of iron found in beef."

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Henry's Tempeh product varieties now include: Henry's Tempeh Original Soy, Henry's Tempeh with Basil, Henry's Tempeh with Red Pepper, and Henry's Seasoned Tempeh Crumble, which has been the company's most successful product innovation to date. Tempeh Crumble is a perfectly seasoned tempeh that is ground and ready to use in place of ground meat, it is a minimally processed convenience product that contains just organic tempeh and a delicious blend of spices. Henry's Tempeh products are vacuum sealed for easy storage, with a 4-month shelf life from the date of manufacture when refrigerated and can also be frozen.

Company Background

Henry's Tempeh is Canada's leading maker of tempeh based in Kitchener Waterloo for the past 21 years with a dedicated team of 12 food production professionals. Products are available across Canada in the refrigerated section of over 500 local and grocery retail locations and also available for foodservice operators. The product line-up includes: Henry's Tempeh Original Soy, Henry's Tempeh with Basil, Henry's Tempeh with Red Pepper, and their newest innovation, Henry's Tempeh Crumble. Henry's Tempeh prides itself on long-term partnerships with Canadian organic growers and is a certified living wage employer. For more information visit www.tempeh.ca or follow on [Instagram](#), [Facebook](#), or [LinkedIn](#).

For more information or to coordinate an interview:

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