

Success Stories – Canadian Syrup (Steeves Maples)



A New Brunswick family tradition

Roger Steeves' family has been tapping trees on a farm in Elgin, New Brunswick for generations. First established as a business in 1869, his ancestors collected sap in buckets and produced maple syrup out of a shed. As time passed and innovations were introduced, the Steeves family kept pace, adjusting, improving and expanding with the times.

Today, Canadian Syrup Inc. (Steeves Maples) is still located on the family farm but now operates out of a 12,000 square foot facility. It houses a full cook room as well as high-tech bottling and labeling equipment; an operation that employs more than a dozen local full- and part-time staff and can produce up to 20,000 bottles of syrup a day.

The Sweet Taste of Success

The company's flagship products are the original 100% Pure Maple Syrup and a second all-natural and lower priced product which tastes virtually the same. Natural Original Canadian Maple Taste Syrup was developed at the New Brunswick Research and Productivity Council and is made of natural cane sugar, a percentage of pure maple syrup purchased from local suppliers and an all natural flavour. The result is a maple flavoured syrup with the same molecular characteristics and usage as pure maple with consistency in colour and taste. It is produced at a fraction of the cost of pure maple syrup.



Tapping into International Markets

Canadian Syrup Inc. has been exporting maple syrup products overseas since 1990. Today, 99 per cent of the company's products are sold internationally through distributor relationships in more than 20 countries including New Zealand, Australia, the U.K. and the United States, as well as several European and Asian countries.

With a goal of expanding its international distributor network even further, the company recently redesigned its entire branding model, starting with the company website and transferring into hard copy marketing materials for distribution at global trade shows. One of the highlights of the newly redesigned website is a professionally produced video of the high-tech production facility in Elgin.

Canadian Syrup Inc. (Steeves Maples) has come a long way since those days of producing maple syrup out of a shed. By staying true to the family tradition while improving and expanding with the times, this New Brunswick company is truly an international success story!

For more information on Canadian Syrup Inc. (Steeves Maples), please visit: www.canadianmaplesyrup.ca/