



About Leclerc Foods

Leclerc Group is a family-owned company founded in 1905 in Quebec, built on a long tradition of craftsmanship, care, and community. For more than a century, Leclerc has grown by staying true to its core values—authenticity, respect, innovation, commitment, and enjoyment—while creating high-quality cookies, snack bars, and crackers enjoyed across North America.

Our brands—**Célébration, Go Pure, Tradition 1905, Praeventia, Vital, Choco Max, Muffin Max, Nügabar**—reflect this commitment to offering snacks that bring people together and inspire moments of connection.

In addition to its beloved brands, Leclerc is a trusted partner for retailers throughout North America, known for its collaborative approach and ability to deliver tailored solutions that align with evolving consumer needs. The company’s modern facilities and innovative mindset support this mission, but it is the dedication of its people and the strength of its partnerships that truly set Leclerc apart.

Leclerc operates a high-performing network of manufacturing sites in Canada (two plants in St-Augustin-de-Desmaures near Quebec City, along with locations in Hawkesbury, Cornwall, and Brockville) and in the United States (facilities in Pennsylvania and Tennessee, as well as a distribution center in Virginia). This network enables consistency, responsiveness, and shared growth with customers and communities.

With more than 2,000 employees, Leclerc continues to invest in a culture rooted in integrity, collaboration, and sustainable progress. Every product we make—and every relationship we build—reflects our belief that good food, made with care, can create meaningful and lasting connections.

Click [here](#) to learn more.