



Coffee Shop HR Company Profile: Purdy's Chocolates

Location of Corporate Head Office: 8330 Chester Street, Vancouver BC

Company Size: 85 Corporate Team members, up to 1000 employees total

Public/Private Company: Private - Family owned and operated

Personality of the Ideal Purdy's Candidate

Someone who is passionate about chocolate, dedicated to quality, and thrives in a team environment.

What kind of an Employer is Purdy's Chocolates?

A company who believes in their people as much as their product!

Leaders go through an in-house Leadership Development Program (LDP) where they learn the soft (yet key) skills of Leadership. Many long-term employees have worked various positions over the years, including those who started in the warehouse and ultimately worked in retail planning and IT; retail shop employees who moved into HR; warehouse staff who moved into positions as millwrights, accountants and HR professionals!

Employee Benefits*

- Product Discounts
- Educational Sponsorship
- Career Development
- Recognition Programs
- Computer Purchase Program
- Registered Retirement Savings Plans
- Employer-matched Charitable Donations
- Scholarship Program

Company History

The first shop was opened in 1907 by Richard Carmon Purdy on Robson Street in Vancouver.

Years later, even though the company was thriving, Purdy went into debt and was forced into receivership. Luckily a group of Purdy's major creditors were big fans of the chocolatier's exotic creations and didn't want to see the company go under. With the help of the creditors, the mountain of debt was eventually eliminated. They had no interest in running the business so they offered it to Hugh Forrester, the creditors' top bookkeeper, for \$1.

The Flavelle family, who has run Purdy's Chocolates since 1963, has upheld the traditions of its founder and continues to demonstrate an unmatched passion for chocolate.

* Please note this list does not include all benefits available

In 1997 Purdy's Chocolates had 42 retail locations. By 2008 Purdy's would open 13 more stores, for a total of 55 stores in British Columbia, Alberta and Ontario. In 1999 their website was launched and soon after their online sales channels were in action. They now have 11 stores in Ontario, bringing their total to 62 Retail Shops.

Corporate Culture

Let's put it this way: They get to eat chocolate every day. Do I need to say more? When I asked Carolyn Courage, HR Supervisor, Production & People, about the culture at Purdy's her face lit up, "Our culture is what makes us who we are. Every single employee is dedicated to providing a quality product, consistent with their high standards," she said with a smile. From retail, to the Chocolate Factory, everyone does their part. Family is also a big part of their culture as they are family owned and operated. They communicate openly and regularly with their teams about the company and updates.

And of course chocolate knowledge is key to their culture. No matter what position you hold at Purdy's, you learn about chocolate: how to taste it, how it is made, and you share this knowledge with your customers.

Did I mention they get to eat chocolate every day?

Corporate Social Responsibility Initiatives

Purdy's Chocolates is truly amazing for this. They have helped countless numbers of organizations, some of which include: Adoptive Families Association, ALS Society, BC Centre for Ability Foundation and BC Children's Hospital Foundation. They are also active fundraisers at their corporate office, shops and factory for events including Get Pink'd Day for Breast Cancer, Jeans Day, Pink Shirt Day and the Heart and Stroke foundation fundraisers.

The list is endless for what Purdy's has done for the community, but I want to focus on their commitment to improving cocoa sustainability throughout the world:

Purdy's is a member of [World Cocoa Foundation \(WCF\)](#), an organization that supports cocoa farmers and their families worldwide. WCF programs raise farmer incomes, encourage responsible, sustainable cocoa farming and strengthen communities.

Purdy's has partnered with [Winrock International](#), a non-profit organization that works with people around the world to increase economic opportunity and sustain natural resources, while protecting the environment. The company sends employees to Africa to visit the farms where their chocolate is from. With support from Purdy's Chocolate, Winrock International is implementing an innovative child labor prevention program that improves educational capacity in cocoa-growing communities in Côte d'Ivoire.