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Owners of Herbaland Naturals Awarded EY Entrepreneur of the Year® 2023 Pacific
Through their sustainable actions, Aisha Yang and Musharaf Syed are recognized as EY Entrepreneurs of the Year®.

Vancouver, BC, November 1, 2023 - EY has announced the winners of the EY Entrepreneur of the Year® 2023 Awards, which include Herbaland's CEO and Co-founders and Aisha Yang and Musharaf Syed, as the Overall Pacific Award winners.

The EY Entrepreneur of the Year Awards highlights entrepreneurs who are at the forefront of business, innovation and social change. Celebrating those who have mastered the balance of passion, determination, personality, and skill it takes to create enterprises that tackle some of our world's most complex challenges. This is exactly what Aisha and Musharaf have accomplished in the health and wellness sector with their brand Herbaland.

Since its inception in 2009, Herbaland has grown into a force for good, and has even earned their B Corp certification in 2022. With a focus on high-quality, natural ingredients, Herbaland has not only created a line of beloved products but has also contributed to setting industry standards. Herbaland's goal is to make products that are both good for you and the planet. Their entrepreneurial spirit has driven them to new heights, making them a case study in how to successfully blend mission, product, and profit.

Sustainability and community are two of three core values of Herbaland, and as the largest gummy manufacturer in Canada, these values are the foundation of their responsible business practices. In April 2022, they transitioned their packaging from plastic bottles to compostable packaging, crafted from eco-friendly materials like cassava, sugar cane and cornstarch. Since then, they've prevented more than 10 tons of plastic bottles from reaching landfills. They've also embarked on a tree-planting initiative with the goal of planting 2.5 million trees to promote a regenerative economy and ensure a healthier planet for future generations.

"Receiving this award stands as a testament to all immigrants and their families, both present and future, that we can indeed achieve anything and make our Canadian dreams come true!" says Aisha Yang. Learn more about their story [here](#).

About Herbaland

Founded in 2009, Herbaland's mission is to bring health and wellness to all by creating tasty, earth-friendly nutrition. Herbaland is a Richmond-based and a 50% women-founded and owned company. Herbaland is also a certified Benefit Corporation, recognized for adhering to a high standards of verified performance, accountability and transparency. For more information visit www.herbaland.ca