

**Why Beatrice?**

Originally founded in 1894, Beatrice has had a long standing reputation with an old fashioned approach in how we conduct business, which all of our customers are treated with respect and always with a smile.



Beatrice is a diversified food manufacturing and distribution company where our focus is on niche products which create value and long term potential to our customers and end consumers. We believe in being unique in what we have to offer our customers. The goal of Beatrice is to develop new and innovative products that will be both unique and captivating, and our company has both the desire and talent to make this happen.

Customers, including leading supermarket chains, wholesalers and distributors appreciate our dependable weekly or biweekly deliveries and simplified accounting systems. The founders of Beatrice' business have a solid forward-looking program, one which puts quality and innovation at the forefront.

Beatrice meets the specific needs of all customers by offering completely individualized service. Whatever the needs of a retail customer, we respond quickly through our sales representatives. Orders are processed on a single delivery, single invoice basis. This eliminates costly paper work and follow-up inquiries.

Business Drivers for Customers

- Single point of contact for national food product categories
- Transportation management and distribution services
- The broadest line of products in multiple categories
- Assistance in marketing and implementation

Benefits of Beatrice Foods

- New products are launched annually to entice end-users to try new products
- Efficient brokerage network to assist in sales and product demonstrations
- Serve all locations as one company, not as a collection

Principal Products

- Tarasov Herbal Dressing & Sauce
- Beatrice Gourmet Popped Corn

Customers Served

- Retail Food Markets
- Wholesale Distributors
- Institutional Food Markets
- Convenience Stores
- Airlines
- Cruise Liners
- Hotels