



FACTSHEET

The **SCHWAN**  
FOOD COMPANY™

## The Schwan Food Company at a glance

### Incredible growth ... Unlimited opportunities

The Schwan Food Company began in 1952 as a “one man and a truck” home-delivery business in Marshall, Minnesota. Marvin Schwan, a young man whose parents operated a local dairy that was struggling for survival amid government dairy-price controls, packed ice cream in dry ice, loaded it into a road-wearied 1946 Dodge panel van and set out to visit rural customers in southwestern Minnesota. By the end of the day, he had sold all 14 gallons and formulated the business model that would grow his company into a leader in the frozen-food industry.

Today, The Schwan Food Company is one of the world's leading frozen-food marketers, with trusted food brands like, *Schwan's*® fine foods, *Red Baron*®, *Freschetta*®, *Big Daddy's*® and *Tony's*® pizza, *Edwards*® and *Mrs. Smith's*® desserts, *Larry's*® potatoes and *Pagoda Express*™ products. With manufacturing operations in Georgia, Kansas, Kentucky, Minnesota, Oklahoma, Florida, Pennsylvania and Texas, the privately held company markets hundreds of premium frozen food products in dozens of countries around the world. For more information, visit [www.theschwanfoodcompany.com](http://www.theschwanfoodcompany.com).

The Schwan Food Company is organized into three major business units to serve its food distribution channels – home delivery, retail grocery and food service.

- **Schwan's Home Service, Inc.** markets and distributes about 350 fine frozen foods under the *Schwan's*® and *LiveSmart*™ brands. Featured products include the company's signature ice cream, pizza, choice meats, seafood, ethnic specialties, breakfast items, seasonal favorites and desserts. With headquarters in Marshall, Minn., Schwan's Home Service operates about 5,700 delivery trucks from nearly 500 sales and distribution centers across the United States. Visit Schwan's Home Service on the Web at [www.schwans.com](http://www.schwans.com) or call 1-888-SCHWANS toll free for more information.
- **Schwan's Consumer Brands, Inc.**, based in Bloomington, Minn., markets some of the more recognizable and respected retail-grocery brands in the world. Some of its major brands include *Red Baron*®, *Freschetta*® and *Tony's*® pizza, *Pagoda Express*™ products, *Larry's*® side dishes, and *Mrs. Smith's*® and *Edwards*® desserts. Visit Schwan's Consumer Brands' products on the Web at [www.tonys.com](http://www.tonys.com), [www.redbaron.com](http://www.redbaron.com), [www.freschetta.com](http://www.freschetta.com), [www.larrys-sidedishes.com](http://www.larrys-sidedishes.com), [www.mrssmiths.com](http://www.mrssmiths.com) and [www.edwardsbaking.com](http://www.edwardsbaking.com).
- **Schwan's Food Service, Inc.** offers value-added frozen foods to food-service operators through more than 1,800 active distributors. Customers include chain restaurants, public and private schools, universities, delicatessens, health-care facilities and convenience stores. Schwan's Food Service markets major pizza brands such as *Big Daddy's*® and *Freschetta*® pizza, *Mrs. Smith's*® pies and *Minh*® Asian-inspired products. For more information, visit [www.schwansfoodservice.com](http://www.schwansfoodservice.com).

### Fun facts about The Schwan Food Company and its subsidiaries

- The subsidiaries of The Schwan Food Company employ about 17,000 people in the United States. The company has revenues in excess of \$3 billion.

For more information, contact The Schwan Food Company's Public Relations and Communication Department at (507)537-8550. Read recent press releases at <http://www.theschwanfoodcompany.com>.

- The company's subsidiaries operate from nearly 600 locations throughout the United States, including 12 major food production facilities located in Florida, Georgia, Kansas, Kentucky, Minnesota, Oklahoma, Pennsylvania and Texas.
- Schwan's Home Service, Inc., the company's food-delivery service, is the largest direct-to-home provider of frozen foods in the United States.
- Schwan's Home Service uses about 5,700 home-delivery vehicles to serve its 2.5 million customers. About 75 percent of the fleet is powered by liquid propane, an approved alternative fuel that burns more cleanly than traditional fossil fuels.
- Schwan's Food Service, Inc., which serves the food-service industry, is No. 1 in frozen pizza and Asian-style products in the U.S. food-service industry.
- The company purchased its pizza plant in Salina, Kansas, in 1970 after running an ad that had the simple headline: "Wanted: Frozen Pizza Manufacturer." The plant has grown from 12,000 square feet to more than 500,000 square feet since that time. Today, the plant produces more than 3.5 million pizzas per day.
- The most popular pizza flavor in the country is pepperoni. Consumers eat more than \$1 billion worth of pepperoni pizzas each year.
- Since 2000, the company and its subsidiaries have donated more than \$2.2 million to local chapters of the United Way.
- In 2009, Schwan's Food Service, Inc., in partnership with the Global Child Nutrition Foundation, raised awareness and funding for sustainable school meal programs in developing countries. Food Service made an initial donation of \$500,000 to the cause and raised another \$200,000 through special promotions.
- The Schwan Food Company continues to support education-based groups such as Students in Free Enterprise and scholarship programs.
- At the company's headquarters, employees have donated more than \$600,000 since 1999 to local charities through its Jean Day program. The program allows employees to wear jeans on Friday if they donated a dollar to local charity.
- In 2009, the company recycled 10,214 tons of cardboard, 1,022 tons of plastic and aluminum and 114 tons of glass.
- The Schwan Food Company sponsors the Schwan's USA CUP soccer tournament. The tournament is the largest youth soccer tournament in the western hemisphere.
- In 2008, the Salina plant used more than 2,385 miles worth of pepperoni sticks, weighing in at nearly 13 million pounds.
- The company's Houston-area facilities produce more than 433,333,000 pieces of rolled products each year. This equates to 1,499,275 pieces per day. If laid end to end, the egg roll skins used each year would stretch from Houston, Texas, to Marshall, Minnesota, and back again 13 times.
- The Stilwell, Oklahoma, dessert plant uses nearly 100 million pie shells each year. Nearly 13 million of those shells are used to make the plant's most popular pie variety, apple. Employees at the Stilwell plant also hand make about 1,800,000 apple dumplings each year.

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- The Stilwell plant produces 3 million pounds of breaded okra each year.
- The Schwan's Food Service, Inc. National Accounts team sells more than 92 million pie slices to major restaurant chains each year. That means 252,000 of the company's pie slices are eaten each day at restaurants.
- The National Accounts team sells more than 50 million egg rolls to major restaurant chains each year. Other Schwan's Food Service Asian-style food can be found at many schools, colleges and universities across the country.
- Schwan's subsidiaries are the largest employers in: Marshall, Minnesota; Salina, Kansas; Florence, Kentucky (manufacturing sector); and Stilwell, Oklahoma,
- Some of Schwan's Consumer Brands' more popular brands include *Red Baron*<sup>®</sup> *Tony's*<sup>®</sup> and *Freschetta*<sup>®</sup> pizza, *Mrs. Smith's*<sup>®</sup> and *Edwards*<sup>®</sup> desserts and *Pagoda Express*<sup>™</sup> snacks and appetizers.

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