



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, *Bon Appétit*™ meals 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.

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 more than 5,000 propane-powered delivery trucks from nearly 420 sales and distribution centers across the United States. Visit Schwan's Home Service on the Web at 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 Western Hemisphere. Some of its major brands include *Red Baron*®, *Freschetta*® and *Tony's*® pizza, *Pagoda Express*™ products, *Bon Appétit*™ meals, *Larry's*® side dishes, and *Mrs. Smith's*® and *Edwards*® desserts. Visit Schwan's Consumer Brands' products on the Web at www.tonys.com, www.redbaron.com, www.freschetta.com, www.pagodaexpress.com, www.larrys-sidedishes.com, www.mrssmiths.com and www.edwardsbaking.com, www.bonappetitgoodfood.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, *Edwards*® and *Mrs. Smith's*® desserts and *Minh*® Asian-inspired products. For more information, visit www.schwansfoodservice.com.

Fun facts about The Schwan Food Company and its subsidiaries

- The subsidiaries of The Schwan Food Company employ about 16,000 people in the United States. The company has revenues of nearly \$3 billion.

For more information, contact the 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 about 500 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 5,300 home-delivery vehicles to serve its 2.5 million customers. Nearly 90 percent of its vehicles are powered by liquid propane, an approved alternative fuel that burns more cleanly than most fossil fuels.
- Schwan's Food Service, Inc., which serves the food-service industry, is a leader in frozen pizza and frozen 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 to 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 about \$2.9 million to local chapters of the United Way.
- The Schwan Food Company continues to support education-based groups such as Students in Free Enterprise and scholarship programs.
- At the company's corporate offices in Marshall, Minnesota, employees have donated more than \$790,000 since 1999 to local charities through its Jean Day program. A portion of the donation came from a company match.
- The Schwan Food Company sponsors the Schwan's USA CUP soccer tournament. The tournament is the largest youth soccer tournament in the western hemisphere.
- 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.
- 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 Food Service Asian-style food can be found at many schools, colleges and universities across the country.
- Schwan subsidiaries are the largest employers in: Marshall, Minnesota; Salina, Kansas; Florence, Kentucky (manufacturing sector); and Stilwell, Oklahoma.

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