



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 who along with his 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-worn 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 of his ice cream 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 world’s leading frozen-food marketers, with trusted food brands like, *Schwan’s*® fine foods, *Red Baron*®, *Bon Appétit*™, *Freschetta*®, *Big Daddy’s*® and *Tony’s*® pizza, *Edwards*® and *Mrs. Smith’s*® desserts, and *Pagoda*® Asian-style foods. With manufacturing operations in Georgia, Kansas, Kentucky, Minnesota, Oklahoma, Florida, Pennsylvania and Texas, the privately held company markets hundreds of premium frozen-food products primarily in North America. For more information, visit www.theschwanfoodcompany.com.

The company’s brands and services are brought to customers through three primary marketing channels:

- **Schwan’s Home Service, Inc.** markets and distributes 350 home-style 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. Team members operate about 4,500 delivery trucks from more than 400 sales and distribution centers across the United States. More than 70 percent of those trucks are powered by propane. 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.** markets some of the more recognizable and respected retail-grocery brands in North America. Some of its major brands include *Red Baron*®, *Freschetta*®, *Bon Appétit*™ and *Tony’s*® pizza, *Pagoda*® Asian-style foods, and *Mrs. Smith’s*® and *Edwards*® desserts. Visit Schwan’s Consumer Brands’ products on the Web at www.tonys.com, www.redbaron.com, www.bonappetitpizza.com, www.freschetta.com, www.pagodasnacks.com, www.mrssmiths.com and www.edwardsdesserts.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 brands such as *Big Daddy’s*®, *Villa Prima*®, *Tony’s*® and *Freschetta*® pizza, *Edwards*® and *Mrs. Smith’s*® desserts, *Beacon Street Café*™ products, *Wrapsters*™ and *Minh*® Asian-inspired products. For more information, visit www.schwansfoodservice.com.

Fun facts about The Schwan Food Company and its subsidiaries

Corporate facts:

- The subsidiaries of The Schwan Food Company employ about 12,000 people in the United States. The company has revenues of approximately \$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 nearly 500 locations throughout the United States, including 12 major production facilities located in Florida, Georgia, Kansas, Kentucky, Minnesota, Oklahoma, Pennsylvania and Texas.
- Schwan subsidiaries are the largest employers in: Marshall, Minnesota; Salina, Kansas; Florence, Kentucky (manufacturing sector); and Stilwell, Oklahoma.

Giving back to our communities:

- Since July 2011, the subsidiaries of The Schwan Food Company have donated nearly 5.4 million pounds of food and ingredients to Feeding America and its affiliated food banks.
- Since 2000, the company, its employees and the Schwan Corporate Giving Foundation have donated about \$3 million to local chapters of the United Way.
- Through corporate giving efforts, employees have donated more than \$930,000 since 1999 to local charities through its Jean Day program. A portion of the donations came from matches from the company and the Schwan Corporate Giving Foundation.
- In 2015, the company partnered with legendary golfer Jack Nicklaus to produce pint-sized ice cream for select retailers and Schwan's Home Service. A portion of the proceeds from *Jack Nicklaus* ice cream benefits the Nicklaus Children's Health Care Foundation.
- The Schwan Food Company sponsors the Schwan's USA CUP® soccer tournament. The tournament is the largest youth soccer tournament in the western hemisphere.
- Schwan's Home Service, Inc. operates the *Schwan's Cares*™ fundraising program, which along with an earlier test program, has resulted in more than \$10 million for non-profit groups. Since the program's inception there have been more than 8,000 campaigns conducted by groups to raise funds for their organization.

Home-delivery facts:

- 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. It has direct delivery service in 48 states and offers more than 350 foods for all occasions and tastes.
- Schwan's Home Service uses about 4,400 home-delivery vehicles to serve its customers. More than 70 percent of its vehicles are powered by liquid propane, an approved alternative fuel that burns more cleanly than traditional fossil fuels. The company first began using propane in 1974.
- The company makes approximately 54 million delivery stops each year from 400 sales and distribution centers, and its website, Schwans.com, receives more than 17 million visits annually.

Food-service facts:

- Schwan's Food Service, Inc., which serves the food-service industry, is a leader in frozen pizza, crème pies and frozen Asian-style products in the U.S. food-service industry.

Supply chain facts:

- The company's manufacturing operations run more than 40 food production lines.

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- 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.
- The company’s Houston-area facilities produce nearly 500 million pieces of rolled products each year. This equates to more than 1.5 million 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 15 million pie shells each year. Nearly 3 million of those shells are used to make the plant’s most popular pie variety: apple. This plant also produces about 40 million pounds of breaded okra each year.
- The company’s pie-tin plant in Pottstown, Pennsylvania, makes more than 330 million pie tins and lids each year.
- It takes more than 4.2 million pounds of berries to produce the smoothies made at the company’s beverage plant in Marshall, Minnesota.

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