



COMPANY BACKGROUNDER

THE HICKORY FARMS® TRADITION

When Richard Ransom founded Hickory Farms in 1951 in the pastoral farm country of Ohio, the products quickly became a hallmark gift for those who appreciate rich, savory flavors. Based in Maumee, Ohio, Hickory Farms brings the best of Midwest quality with a modern twist to consumers in North America and the U.S. Armed Forces all over the world.

Hickory Farms' focus on personalized service and the legendary quality of its products has kept the company popular on gift lists with consumers and companies alike over the decades. Customers can find Hickory Farms' savory sausages, favorite cheeses and other gourmet goods online, in catalogs, in leading supermarkets and in retail shopping centers throughout the holiday season.

THE TRADITION MODERNIZED

Part of the secret to Hickory Farms' success is its CEO, Mark S. Rodriguez. Mr. Rodriguez joined the company in October 2007, bringing his corporate and entrepreneurial expertise in the food industry to one of North America's top specialty food and gift purveyors. Mr. Rodriguez and his executive team were able to implement key innovations to Hickory Farms while still respecting the original ideals of the company. One of these innovations was a commitment to sustainability, as Hickory Farms works to be a better global citizen through modified packaging and product building that eliminates waste and incorporates more environmentally-friendly materials.

THE TRADITION OF GIVING BACK

Hickory Farms is committed to giving back. The company has a partnership with Share Our Strength®, a leading national organization working to end childhood hunger in America. Customers are given the opportunity to include a \$1 donation to Share Our Strength when purchasing a Hickory Farms product. For this holiday season, when customers purchase a Party Planner Gift Box, Hickory Farms will contribute \$5 to Share Our Strength.* The company's commitment to this cause is showcased by their donation of \$180,000 to the organization, the equivalent of 540,000 meals in the first year of partnership. Beyond Share Our Strength, Hickory Farms is a strong supporter of the U.S. Armed Forces serving across the globe. All year long, Hickory Farms offers free shipping to military addresses to ensure that families can send their loved ones much needed food gifts and warm wishes. And recently, to help consumers in a tough economy and keep the tradition of gift giving alive and well, Hickory Farms has lowered the average price of a gift by 13 percent.

For more information, please visit hickoryfarms.com

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