



O u r H e r i t a g e

A M e s s a g e F r o m . . .

## Bruce Simon - President

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For almost a century, Omaha Steaks has taken great pride in providing our family of customers with high quality beef, pork, seafood, lamb and a variety of gourmet foods. As a fifth generation owner, I would like to take this opportunity to reaffirm our commitment to quality – both in the products we produce and the dedicated customer service we provide. It is this devotion to quality that gives our customer family peace-of-mind and what has made us the best in the industry.

When you deal with Omaha Steaks, whether as a supplier, customer or employee, you are assured of premium quality gourmet products and first-class business ethics. We treat the people we do business with, the way we want to be treated. Ethically. Honorably. Reliably. With a penchant for excellence that is unparalleled. Maybe these are Midwestern traits. But we think it more likely that it's an Omaha Steaks mind-set. Regardless, it's the philosophy that built this company and that keeps us headed in the right direction .... Headlong into our second century of business.

But for a moment, step into the past with us as we take a look at the last century ...

*Bruce A Simon*

The Story of Omaha Steaks...

# Our Beginnings

It began with two men, father and son, who left Riga, Latvia in 1898 to escape religious persecution. J.J. Simon and his son, B.A., boarded a ship heading for the United States and a new life. After passing through Ellis Island, they got on a train going west and got off when the land looked like Riga farm country. It was Omaha, Nebraska, their new home.

They began working in the only business they knew - the meat business. After employment in several markets in Omaha, they founded their own company in 1917. B.A. bought a building in downtown Omaha on the corner of 17th and Douglas, in what is today the Tower at First National Center. It was then a carpentry shop called Table Supply Company. He moved a cooler and a freezer into the building and on the front sign he moved the "CO" of company over to the right and inserted the word "Meat." Hence, the first name of the company, "Table Supply Meat Company."

From the very beginning, they were dedicated to processing and selling tender, flavorful, grain-fed, beef to restaurants and grocers in the Omaha area.

The business grew, and in 1924 B.A. moved the business to larger quarters at 1211 Howard Street (now the Old Market area) where the company engaged in a small, but efficient, cattle-breaking operation. Here a small crew cut full cattle carcasses into uniform, primal and fabricated cuts (loins, ribs, boneless strips, ribeyes, etc.) for local supermarkets and national chain grocery stores, as well as discerning hotel restaurant and institutional customers.



The Family Tradition Continues...

# Customers Nationwide

B.A.'s son, Lester Simon, joined the company in 1929 and continued the family tradition, becoming President in 1946. Under his direction, the foodservice business continued to grow. In the 1940's, the Union Pacific Railroad was committed to serving fine food on its dining cars. Lester personally hand-picked Table Supply Meat Company's well-aged loin and rib cuts and steaks for the dining and private cars of the Union Pacific passenger trains that traveled between Omaha, Los Angeles, San Francisco and Seattle.

As the business grew, more restaurants in distant parts of the country began calling to find out how they could purchase Table Supply meats for their restaurant menus. The foodservice business began expanding, adding sales regions throughout the Southeast, Southwest and Southern Midwest.

Soon the company's reputation spread to the general public, and by 1952 Lester Simon initiated the first company mail order ventures—magazine ads, direct mail flyers and various mailings. In those days, Table Supply Meat Company shipped its meats in dry ice-filled, wax lined, cardboard cartons. Nearly all package shipping was by train. Clearly demand was well ahead of distribution efficiency.

Between the late 1950's and early 1960's, three key innovations helped send the direct mail business into high gear: direct parcel shipping, polystyrene shipping coolers and vacuum packaging. These new technologies allowed Table Supply Meat Company to ship its products to a much larger audience more efficiently. To satisfy consumer interest, our first catalogs were sent to customers in 1963. Only a year later color was added to the catalog which offered a broader product line. Throughout the years, the company's catalog program has expanded to include premium steaks, red meats, poultry, pork, fish, seafood, smoked meats, appetizers, side dishes, pastas and desserts.



because  
know  
the match  
quality of

**TABLE SUPPLY  
MEAT**

we're sure you'll  
be interested  
in this exclusive  
offer

# World-Class Reputation

In 1961, Nebraska Governor Frank B. Morrison sent Table Supply Meat Company steaks to all U.S. Governors and President Kennedy. Shortly thereafter, a team of cooks that included Chef Edmond C. Kaspar, Executive Chef of the Baker Hotel in Dallas, Texas, was sent to Frankfurt, Germany to represent America in the Culinary Olympics. The Table Supply Meat Company was proud to supply aged prime ribs of beef to the American culinary team. When the dish featuring Omaha roast beef was credited with winning the Grand Gold Prize, Table Supply was placed on the international culinary map.

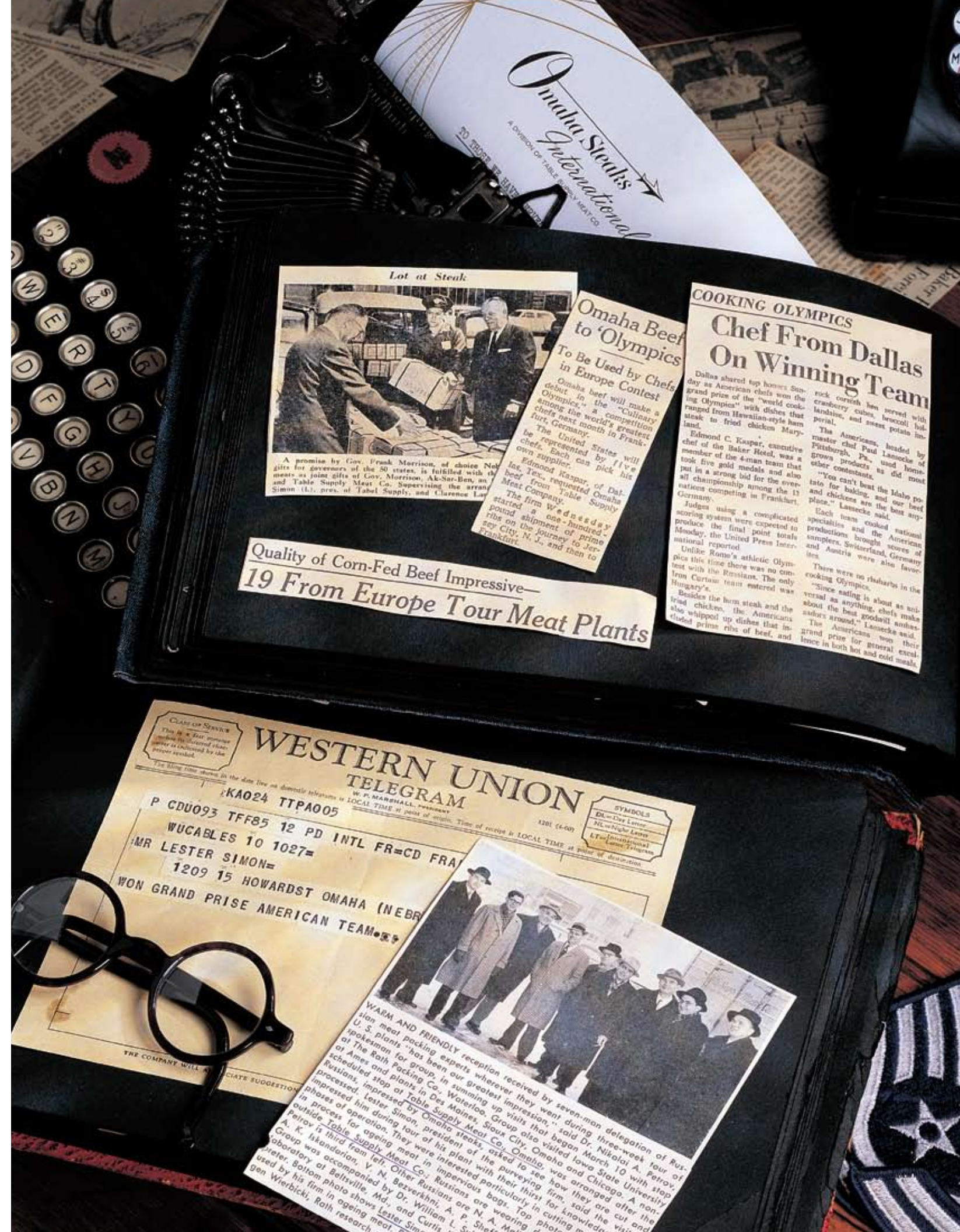
International interest in Table Supply's gourmet beef expanded as far as the dinner tables of foreign rulers and dignitaries. In March of 1963, upon hearing that Frontier Airlines was involved in an exchange program with Scandinavian Airlines Systems, gift boxes of Nebraska's best grain-fed beef steaks were sent to the rulers of three Scandinavian countries. In later years, orders were sent to places such as the White House, the Pentagon and Air Force One for the enjoyment of American presidents, visiting foreign diplomats and kings.

## Continued Growth ... And A New Name

*Omaha Steaks International® Inc.*

Growth continued, spurred primarily by expansion of consumer business. More production space was needed, so in 1966 Table Supply Meat Company built a new plant and headquarters in Omaha at 4400 South 96th Street. With the opening of the new facility, the company changed its name to Omaha Steaks International. The new, much bigger plant provided for larger beef breaking, order processing and freezing facilities.

The company's efficiency and success was renowned in the industry, and meat purveyors from around the world came to Omaha to observe Omaha Steaks' facilities. Throughout the 1960's, groups from Chile, Ecuador, Mexico and France came to tour the plant and office facilities. In March of 1960, despite the Cold War, a group of seven Russian meat-packing experts made the trip to Omaha and spent four days touring our operation. They said that Omaha Steaks were "the best they ever tasted!"





## Our Business . . . An Overview

# Consumer Direct

Omaha Steaks is the nation's largest direct response marketer of gourmet steaks and frozen foods, serving nearly three million active buyers. We regularly communicate with our customers through mailings, catalogs and via e-mail. Our approach to marketing is integrated among many channels including direct response television, newspaper and magazine advertising, website advertising and promotions and telephone marketing support. In addition, we have developed many partnerships and alliances that give the buying public more ways to access our products and services. Today, convenient, nearly automatic methods of ordering are offered with the personal touch of customer service representatives who are available around the clock. We never lose sight of our company motto, "The Customer is at the Top of the Organizational Chart."

Teleservices is an important part of our marketing and customer service. In 1975, the Simon Family opened the company's first inbound call center. The addition of a toll-free number directly to Omaha Steaks provided customers with the convenience of "one phone call" ordering with delivery of the product to their homes within a few days. This "ultimate in convenience" propelled continued growth of the mail order business.

An outbound telemarketing department was added in 1978. The area initiates courtesy calls only to existing customers to inform them of special sales

and miscellaneous promotions. In 1979, the company made mail-order history by adding a toll-free customer service line to provide better service to customers.

Another milestone in the history of the call center was the introduction in 1987 of the automated order entry system. This automated process freed the telemarketing sales team of handwriting the orders, allowing them to give their full attention to customers.

Currently, OmahaSteaks.com is the fastest growing segment of the company. We currently enjoy strong relationships with online marketing partners including AOL, MSN Shopping, Amazon and Yahoo Shopping and have expanded our search partnerships to make it easier for new online customers to access our site. In addition, our expansive affiliate marketing program allows customers to conveniently reach our website through a multitude of links on other sites.

Today, in our continuing efforts to stay in touch with our Omaha Steaks family of customers, we've launched a social media initiative that includes conversations on Facebook, Twitter, foursquare and other social networking platforms. We look forward to the ongoing conversation this will encourage with our customer family.

# Business to Business



Recently, Gift Cards have taken on a new importance in the Incentive marketplace. Our customers can purchase them online, in our stores, or in a variety of national retail chains. Gift cards are easy to give and easy to redeem with no expiration dates and a variety of denominations, making them extremely convenient. They can be used online, in Omaha Steaks Stores or over the phone to enjoy legendary Omaha Steaks.

Omaha Steaks Gift Cards  
Super Convenient

Omaha Steaks offers Gift Cards in many denominations and at many convenient locations. Perfect for Incentive programs or personal gift giving.

In 1965, the Incentive Division was opened and began to build a network of incentive representatives throughout the country. Today, Omaha Steaks is the largest gourmet food company supplying the premium and incentive marketplace. We help companies run successful motivation, promotion and reward programs by handling all program fulfillment and supplying program support. These effective incentive programs, designed to fit budgets of all sizes, help to enhance employee productivity.

Our Incentive Division features its own promotional materials, planning portfolio and website, <http://www.OSIncentives.com> and provides motivational programs that many Fortune 500 companies use to accomplish their corporate objectives.





# Stores

Seizing a new opportunity, the first Omaha Steaks store opened in 1976 at 7924 Dodge Street in Omaha. In 1985, the Stores Group expanded outside of Nebraska, beginning with a store in Houston, Texas. Today, the retail outlets continue to expand and there are more than 80 retail stores located throughout Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, Tennessee, Texas, Virginia and Wisconsin.

Each store location offers a warm, inviting ambiance, as well as a variety of world-famous beef selections, gourmet entrees, amazing appetizers, decadent desserts and sumptuous side dishes. Our stores offer customers a chance to speak face-to-face with our steak experts as well as the convenience of drop-in shopping for any occasion.





# FoodService

When our original company, Table Supply Meat Company, was founded in 1917, foodservice was one of our core businesses. It remains so today. Omaha Steaks FoodService markets a full line of branded red meat and other food products to end-user customers: restaurants, hotels and institutional foodservice operations.

Personalized service and customized products, such as the popular Omaha Steaks Angus Beef and USDA Prime and Choice, exceed North American Meat Processors Association (NAMP) product specifications for trim and craftsmanship.

Food Service customers often use the strength of the Omaha Steaks brand to raise the prestige of their establishments and to increase sales. Our foodservice business is composed of a network of distributors throughout the United States, supported and serviced by sales managers covering four principal regions: the Mid-Atlantic, Southeast and Caribbean, Central Plains, and Western and Pacific.

Omaha Steaks FoodService extends its brand awareness and distribution to multiple foreign countries. Additionally, our website provides easy information and service for customers worldwide at [www.OmahaSteaks.com/FoodService](http://www.OmahaSteaks.com/FoodService).





# Production

In 1990 it became clear there was no more room to expand at the 96th Street plant. A building was purchased at 48th and “G” Streets in South Omaha and transformed into a distribution center. By moving most of the already processed and boxed product out of the plant, production was able to spread out a bit, making room for growth. However, even with 275 people now working on the production lines at the plant, the huge consumer demand for Omaha Steaks compelled the company to open a new plant in Snyder, Nebraska in 1994. The Snyder plant employs approximately 80 workers who live in Snyder and the surrounding towns.

To support sales growth, the company purchased a cold-storage facility at 92nd and “F” Street in 1998. This facility has been expanded to include the company’s ground beef production area.

Most recently Omaha Steaks added a new Distribution Center right off of I-80 and Highway 370. This state of the art 104,000 square foot facility sits on a 27 acre lot which is perfect for future expansion. Housing 26 packing lines, 12 conveyor lines, and a 20,000 square foot freezer, this amazing structure can handle tens of thousands of coolers daily.

Today, our plant and distribution center facilities, with our state-of-the-art equipment and processes, provide great opportunities for

continued and virtually unlimited growth.

Our Product Development area focuses on the ever-changing needs of our customers by continually introducing new and interesting beef and miscellaneous gourmet food products ranging from main dishes to desserts. Our production management works closely with our product development staff to develop the highest quality in varied product offerings, while keeping customer convenience in mind.

Concern for plant sanitation and food safety pervades our manufacturing processes. We maintain testing frequency and standards that exceed the levels demanded by the United States Department of Agriculture.





M o v i n g F o r w a r d . . .

# Tradition Continues

During our explosive growth of the 1980s and '90s, the company expanded all of its facilities, including production, administration and marketing. In 1993, we completed a 60,000 square foot building at 10909 John Galt Boulevard in Omaha to house the marketing, human resources, information technology departments and our call center. In 1999, just west of the John Galt building, we completed another building of the same size. We relocated our corporate and executive offices, administration and marketing to the new building at 11030 "O" Street. This allowed us to greatly increase the size of the call center at the John Galt building.

Today Omaha Steaks continues the tradition of excellence that was started by the company's founders. The fourth generation, Lester's sons, are still active in the business: Alan Simon and Fred Simon. Two fifth-generation family members now play major roles in managing the company: Bruce Simon and Todd Simon.



*From the left to right: Todd Simon, Alan Simon, Fred Simon and Bruce Simon.*

As the company looks toward the future, our commitments to product excellence, innovation, superb service and quality employees remain. Planned growth and expansion in all areas of the company will focus on the development of strong new marketing and partnership opportunities as we look forward to continuing success in the years ahead.

# Notable Awards

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In 2009, The Nebraska State Chamber of Commerce inducted Alan Simon, Fred Simon and the late Stephen Simon (4th generation brothers and owners) into the *Nebraska Business Hall of Fame* for accomplishments that are historically significant to the development of Nebraska. The Simon brothers also were inducted into The Greater Omaha Chamber of Commerce's *Omaha Business Hall of Fame* in April, 2006. They were preceded by their father, Lester Simon (3rd generation owner), who was inducted into the Hall of Fame in 1998.

In 2008, Omaha Steaks' "F" Street Facility was named as a Star Site in the Occupational Safety and Health Administration's (OSHA) Voluntary Protection Program. All three of the Omaha Steaks' plant facilities (96th Street, Snyder and F. Street) have earned Star Site status in OSHA's VPP program for worker safety and health that far exceeds basic OSHA compliance standards.

In September 2004, Omaha Steaks received a National Family Business of the Year Award in the Large Business Category from *MassMutual Financial Group*. The award recognized the company, one of 12 million family businesses in America, for success in combining the best of family and business life.

Omaha Steaks' Executive Vice President Fred Simon was inducted into the *Direct Marketing Association's Hall of Fame* in October 2003. The induction is the highest professional honor in direct and interactive marketing, honoring career contributions to the practice, growth and stature of the direct and interactive marketing discipline.

Omaha Steaks was honored with the prestigious *American Tasting Institute's 2003 "Gold Medal - Excellence in Taste" Award*, representing the *Best of Show* in the Mail Order Steak Category for its Filet Mignon and Boneless Strip Steaks.

*Supermarket News* ranked Omaha Steaks number 6 in the Top 20 Food and Cooking Websites for 2003.

The Nebraska Commissioner of Labor selected Omaha Steaks to receive the *Industry Award 2000* for leadership in employment diversity.

Omaha Steaks received the *Better Business Bureau's Business Integrity Award* in 2000. The award recognizes businesses that have consistently set exceptionally high standards of behavior in the marketplace.

In 2000, The Nebraska Food Industry Association recognized the Simon Family of Omaha Steaks for a *Lifetime of Outstanding Leadership* to Nebraska's Food Industry. *Delta Airlines' Omaha Steaks Program* won the *1999 Silver Mercury Award* for Innovation in Food from the *International Flight Catering Association*.

The Nebraska Arts Council awarded Omaha Steaks with the 1998 *Governor's Arts Award* for leadership within the business community.

In 1997, Omaha Steaks was the recipient of the *Catalog of the Year* Award from *Catalog Age*.

# Corporate Citizenship

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Omaha Steaks enjoys a solid reputation as a charitable company. Throughout our nearly 100-year history, we have demonstrated our commitment to corporate citizenship by generously supporting numerous non-profit organizations both locally and nationally.

In an effort to ensure that we maintain the integrity and equality of our charitable giving program, we have identified areas of focus that we are committed to supporting, including the cultural arts, education and health and human service organizations.

Omaha Steaks has long embraced the power of the arts to educate, energize and bring people together. We have always believed that the cultural arts are a gift to be shared as they richly enhance the quality of our lives and inspire us all to higher levels of thought and creativity. That is why for five generations, Omaha Steaks has proudly supported a wide variety of cultural arts organizations like Opera Omaha, The Omaha Symphony, The Omaha Performing Arts Society, Joslyn Art Museum, The Bemis Center for Contemporary Arts, The Omaha Theatre Company for Young People, The Santa Fe Opera and the Omaha Summer Arts Festival, to name just a few.

Supporting health and human services organizations that benefit individuals in need and their families also is a primary focus of Omaha Steaks long-term charitable giving. Each year, the company supports a host of organizations including the Juvenile Diabetes Research Foundation, The Multiple Sclerosis Society, The American Heart Association, the American Cancer Society, Big Brother Big Sisters and many others.

While Omaha is our corporate home, we are honored to support many cultural arts and human service organizations in communities nationwide with priority given to the areas of the country where our more than 80 retail stores are located. We consider it a privilege to give back to our family of customers and the many communities that they call home.

