



Corporate Profile

Omaha Steaks, founded in 1917 as Table Supply Meat Company, has a tradition of excellence and reputation for the finest quality gourmet products. Five privately held corporations operate under the ownership of fourth and fifth generations of the Simon family. **Omaha Steaks, Inc.** includes Catalog and Direct Mail; **OS SalesCo, Inc.** includes Business-to-Business Gifts and Incentives, Special Markets, Retail Stores and FoodService; **OmahaSteaks.com, Inc.** provides online business; and **Omaha Steaks International, Inc.** and **Omaha Creative Group, Inc.** support business activities for each affiliated corporation. The affiliated companies had combined annual sales exceeding \$450 million for the 2013 fiscal year.

The combined companies employ 1,800 people. To meet the high demand of holiday purchasing during the fourth quarter, more than 3,000 temporary employees are hired to assist with the high volume of sales.

The Omaha Steaks companies are premium purveyors and marketers of steaks and other frozen gourmet foods. The companies offer the finest USDA-approved, grain-fed, Midwestern beef that is naturally aged to unlock full flavor and tenderness. Other items include pork, poultry, seafood, side dishes, appetizers and desserts, along with perfectly proportioned ready-to-serve and easy-to-prepare gourmet foods.

The tradition of excellence, built on the commitment to these superior products and the personalized service provided to customers, continues to be the hallmark of the companies. All Omaha Steaks products are supported by **Our Unconditional Guarantee** - customers must be thrilled with every purchase they make.

OUR COMPANY MISSION

To process and sell high quality foods profitably to consumers and businesses.

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OMAHA STEAKS, INC.

Direct Mail

Omaha Steaks presently serves more than 3 million active customers. The mail order business began in 1952 at the request of beef lovers who wanted to send Omaha Steaks as gifts to family, friends and business associates across the country. Through mail order and catalog campaigns, Omaha Steaks has grown to become the nation's largest direct response marketer of steaks and other frozen gourmet foods.

Shipping

Omaha Steaks are flash-frozen to capture freshness and flavor at their peak. Consumer products are shipped with dry ice in a reusable, insulated cooler that will withstand varying weather conditions.

Delivery Options Omaha Steaks standard delivery is within 7 business days or less. Express (2-3 business day) and overnight delivery also are available.

OMAHASTEAKS.COM, INC.

In 1990, Omaha Steaks became one of the first companies to join the technological wave of electronic marketing, when customers who were connected to CompuServe could order food products via computer. In 1995, a Web site (<http://www.omahasteaks.com>) was developed as well as a dedicated site on America Online (key word: "steaks"). In 1998, **OmahaSteaks.com** became part of the Microsoft Network. Consumers can browse through gourmet frozen food selections and make purchases on a secured system. Email features afford consumers quick responses to customer service questions, recipes or company information.

OS SALESCO, INC.

Business/Business Gifts/B2B Special Markets

For more than 30 years, Omaha Steaks B2B representatives have been designing effective corporate programs, with budgets of all sizes, to motivate employees, reward customers and boost sales. The B2B Division is efficient on prompt fulfillment and offers the highest quality products at volume pricing. With various direct shipment and certificate programs we can also customize a program to meet our customers' needs. Our satisfied client base is vast including: Financial Services, Casinos, Heavy Industry, Automotive, Retailers and more.

Retail

The first retail store opened in 1976 in Omaha, Nebraska. Today, Omaha Steaks products can be found in more than 80 stores located in Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, Tennessee, Texas, Virginia, North Carolina and Wisconsin.

FoodService

The FoodService Division ensures the finest products and guarantees customer satisfaction to hotels, restaurants and institutional accounts throughout North America, the Caribbean and Pacific Rim countries. Personalized service and customized products, such as the popular Omaha Steaks Angus Beef, exceed the North American Meat Processors Association (NAMP) product specifications for trim and craftsmanship. Omaha Steaks has the ability to process products to all customer specifications. Products can be shipped fresh or frozen.

AFFILIATIONS

- American Meat Institute
- National Cattlemen's Beef Assn
- U. S. Meat Export Federation
- North American Meat Processors Assn
- Direct Marketing Assn
- Association of Incentive Manufacturers
- Incentive Manufacturers Representatives Assn
- Incentive Marketing Assn
- National Retail Federation

NOTABLE AWARDS

In 2013, Omaha Steaks was named **Purveyor of the Year** by the **Omaha Restaurant Association**, an award that recognizes restaurant suppliers for the highest standards of quality and service.

Also in 2013, Omaha Steaks received a **STELLAService's ELITE** rating for customer service excellence for the third consecutive year and Omaha Steaks President **Bruce Simon** was named a finalist in the 2013 **Ernst and Young Entrepreneur of the Year Award** competition in the Family Business category.

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 post-humously inducted into the Hall of Fame in 1998.

In 2005, Omaha Steaks 96th Street plant was named a **Star Sites** in the **Occupational Safety and Health Administration's (OSHA) Voluntary Protection Program**. Since then, all of the Omaha Steaks' plant facilities (Snyder, F Street) have earned and continued to maintain the 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 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**.

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

COOKBOOKS

Five cookbooks associated with Omaha Steaks have been published:

- **The Steaklover's Companion** (1997), author Fred Simon with John Harrison and Mark Kiffin
- **Beef for All Seasons** (1998), co-authors Fred Simon and John Harrison
- **Let's Grill** (2000), author John Harrison with Fred Simon
- **Meat** (2001), author John Harrison with Fred Simon
- **Great American Grilling** (2008), Time Inc. Home Entertainment

COMMUNITY PARTNERS

Omaha Steaks supports numerous non-profit arts, health and civic organizations nationally and within the Omaha community including Opera Omaha, Omaha Symphony, Omaha Performing Arts Society, Joslyn Art Museum, Bemis Center for Contemporary Arts, MS Society, Juvenile Diabetes Research Foundation, American Heart Association, Direct Marketing Educational Foundation and Big Brothers/Big Sisters.

The Company also has implemented a number of family-friendly programs to assist employees including paid paternity leave, a snow-days program for working parents, adult and child care referral services and a back-up care program. A company-matched flexible spending account also is available for dependent care expenses.

OMAHA STEAKS

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