

**Beatrice Companies, Inc.
Corporate Background****Why Beatrice?**

Originally founded in 1894, Beatrice has had a long standing reputation with an old fashioned approach in how we conduct business, which all of our customers are treated with respect and always with a smile.

Beatrice is a diversified food manufacturing and distribution company where our focus is on niche products which create value and long term potential to our customers and end consumers. We believe in being unique in what we have to offer our customers. The goal of Beatrice is to develop new and innovative products that will be both unique and captivating, and our company has both the desire and talent to make this happen.

Customers, including leading supermarket chains, wholesalers and distributors appreciate our dependable weekly or biweekly deliveries and simplified accounting systems. The founders of Beatrice' business have a solid forward-looking program, one which puts quality and innovation at the forefront.

Beatrice meets the specific needs of all customers by offering completely individualized service. Whatever the needs of a retail customer, we respond quickly through our sales representatives. Orders are processed on a single delivery, single invoice basis. This eliminates costly paper work and follow-up inquiries.

What does the name 'Beatrice' stand for?

Beatrice (pronounced *bee'-a-tris* or in Italian bay'-a-tree-chay) is a name derived from the Latin name Beatrix. Beatrice means **she who blesses**.

Background

Beatrice is divided into four subsidiary companies to better serve our customers, which helps coordinate products along appropriate channels.

Beatrice Consumer Products, Inc.

Our Beatrice Direct business offers businesses and consumers to purchase Beatrice products directly, in bulk or individual quantities. Beatrice Direct works with some of the largest freight companies to offer a truly global service, no matter where you are.

Beatrice Distribution, Inc.

Distributes non-Beatrice produced products to retail and wholesale customers, and is also responsible for distributing Beatrice Foods bulk products for their Foods Service division, to restaurants and institutional businesses.

Beatrice Foods Co.

Manufactures Tarasov Herbal Dressings, and Beatrice Gourmet Popped Corn.

Beatrice Foods International Company

Distributes Beatrice products for international markets.

Beatrice Specialty Products, Inc.

Produces specialty plastic novelty fruit cups for the promotional and novelty business sector.

Beatrice Technologies, Inc.

As a business partner of IBM Power Systems, IBM Storage Systems, Lenovo, and Lexmark, Beatrice offers Enterprise and Public Services customers unparalleled quality and competitive pricing. Also, with our fifteen years of expertise in the structured cabling business, Beatrice consults businesses on how to better utilize and implement newer and more efficient cabling to make their business succeed with CommScope cabling. Beatrice Technologies also maintains The Porticus Centre, a digital historical database of business documentation on The Bell System Memorial (Legacy AT&T), Borden Company, and Beatrice Foods Co. (Legacy Beatrice).

Quality, Innovation, Reliability, and Value since 1894.