

CHAIRMAN'S FOODS HPP CASE STUDY

FEBRUARY 2018





WHO IS CHAIRMAN'S FOODS?

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Chairman's Foods believes in providing their clients with the ability to customize their products through the use of quality ingredients and unique process development to achieve satisfaction.



Nashville, TN

Services Include:



Co-Packing



Private Labeling



Product Development

WHO IS CHAIRMAN'S FOODS?



Chairman's has been producing **high-quality consumable goods** for the **foodservice and retail** industries for **40+ years**.

Products Include:

- Soups, stews & chowders
- Wet, prepared salads
- Cooked proteins
- Fillings & toppings
- Gravies & dips
- Side dishes



A top-down view of a meal featuring hummus, chickpeas, pita bread, cucumbers, and radishes. The hummus is in a white bowl, topped with chickpeas and a red spice. A small bowl of chickpeas is in the top left, and a bowl of sliced cucumbers is in the bottom left. Pita bread is scattered around the hummus bowl, and two radishes are on the right. The background is a light-colored surface with a blue and orange geometric overlay.

WHY DID CHAIRMAN'S EXPLORE HPP?

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It began as a response to customer demands...



Demand

Key customer needed a fresh product, **Chairman's Gourmet Chicken Casserole**, delivered nationally on a weekly basis, with **30 days of shelf life post-delivery**

Challenge

- Traditional processing methods did not meet customer's need of "fresh"...
- Fresh = not frozen
- Not frozen = naturally shorter shelf life

Response

- Increased shelf life of **60 days** from date of manufacture (previously 21 days)
- No ingredients spoilage
- **Integrity** of food is maintained
- Label is **clear of chemicals**

WHY DID CHAIRMAN'S EXPLORE HPP?

...and expanded use of HPP after realizing incredible benefits

Other Products Tested

- Proteins
- Fresh vegetables
- Cornbread stuffings
- Dips
- Salads
- Breads
- Fresh fruits (cranberries & apples)

Expanded Offerings

Chairman's is now effectively leveraging the benefits of HPP and selling the following foods...

- Proteins
- Wet salads
- Stuffings
- Spoonable salads

...to their Retail, C-store, foodservice, and other customers

"Our experience using HPP for Chairman's chicken product was the positive first impression that opened up new ideas for expanding the use of HPP across our other products."

- **Chris Staudt**,
Chief Executive Officer
at Chairman Foods

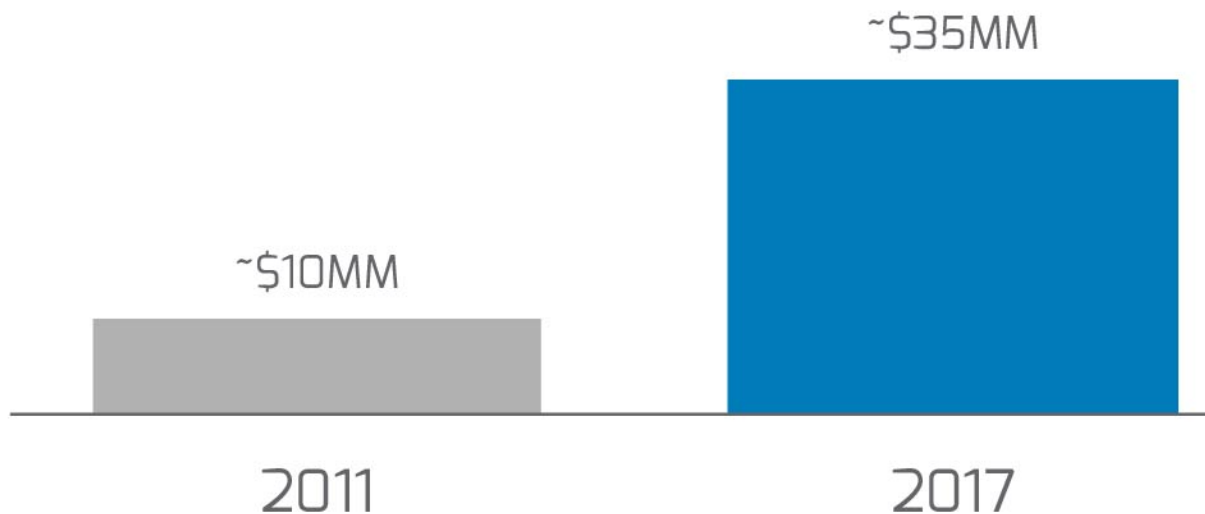


RESULTS & SUMMARY

RESULTS

HPP provided a very distinct difference in the **performance of our products**, and also it was **virtually cost neutral**.

Revenue Growth Primarily Driven by HPP



Before HPP (2010)



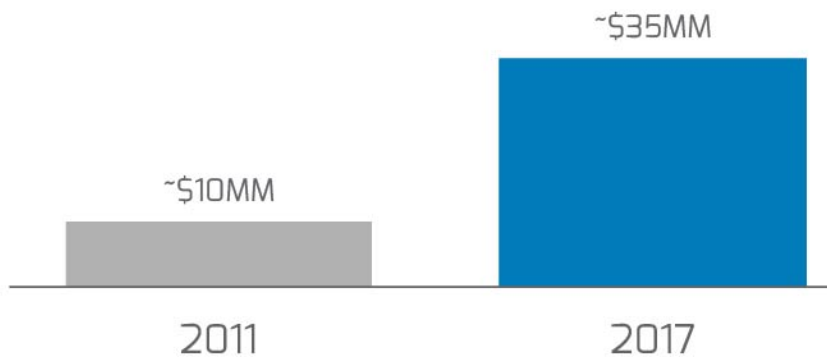
Today



SUMMARY

High Pressure Processing enabled Chairman’s Food to **provide safe and high quality products** to meet customer/consumer needs. As a direct result of this **innovative approach**, Chairman’s added flexibility to their operations and **grew revenue**.

Revenue Growth Primarily Driven by HPP



“We are a broad-based food manufacturer that deals with lots of different kinds of foods, and HPP has opened important new doors for us”

- **Chris Staudt,**
Chief Executive Officer
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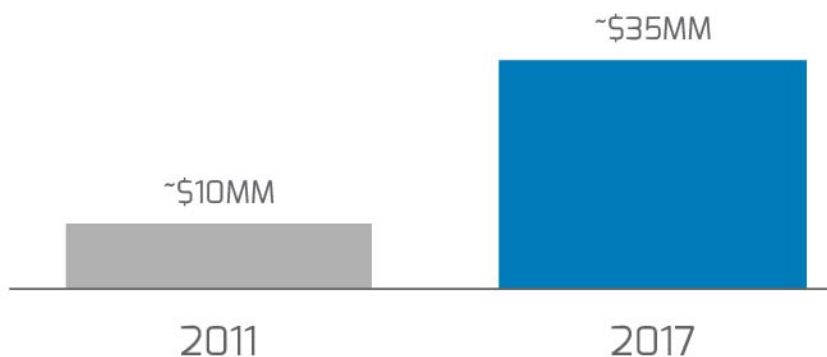
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NEXT STEPS



To learn more about HPP:

www.universalphure.com



To learn more about product development or private label branding:

www.chairmansfoods.com