



Irresistible®
FOODS GROUP



MISSION & PURPOSE

WE CREATE IRRESISTIBILITY. THEN WE SHARE IT.

Irresistibility can exist in everything but rarely does, except here.



IFG BRANDS TODAY...



Bread & Rolls

- #1 item in the Bakery
- #2 at Thanksgiving & Christmas

**GRILLO'S
PICKLES**



Refrigerated Pickles

- #1 Craft Pickle Brand
- Fresh and Preservative Free
- Unique & Fun Brand with strong consumer engagement

the **killer
brownie**[®]
company



Brownies...

- Irresistible taste & brand story
- Family Owned

KING'S HAWAIIAN



MISSION AND VISION



Our Mission

We dream big and create irresistible Hawaii-Inspired foods that spark **joyful experiences** and **connection** throughout the **world**.



Our Vision

The King's Hawaiian brand is the Global Leader in the Fast-Growing **Hawaiian Food Category**.

Our People are – and are recognized as – the most **skilled, empowered** and **highly motivated** in the industry.

WE EMBRACE THE ALOHA SPIRIT

Like most Hawaiian words, “aloha” has many meanings. It is more than a greeting or salutation. It is a way of being, a way of behaving, a way of life.



Aloha is the concept of connecting and being in harmony with everything around you: the people, the place, and most importantly



yourself!





**GRILLO'S
PICKLES**

GRILLO'S PICKLES



BRAND STORY



2007

Started selling pickles out of a 1985 Cutlass Supreme



2008

The wooden pickle cart hits the streets in downtown Boston



2009

Whole Foods discovers the Grillo's Pickle Cart



2012

Grillo's opens the first Pickle Shop in Boston



2021

PDG LAUNCHES NATIONALLY



2020

10k doors nation wide. Urban outfitters instore activations with Heron Preston.



2019

Grillo's merch drops at Urban Outfitters nationwide



2018

Grillo's launches official Patrick Ewing sneaker



2016

GRILLO'S GOES NATIONAL!



2022

Ithaca Hummus, and Utz Chips collabs launch nationally. Anwar Carrots drops at Urban Outfitters



2023

Grillo's in over 25k stores nation wide. LA Billboard campaign. Grillo's Pickles University Class 1. Thickles Launch.



2024

NEW JAR!



THE FUTURE



7 CLEAN INGREDIENTS



FRESH

**ONLY 7
CLEAN
INGREDIENTS**

Cucumbers, brine (water, distilled white vinegar, salt), garlic, dill, grape leaf



**NOT
CLEAN**

Cucumbers, water, salt, distilled vinegar, dried garlic, **calcium chloride**, **sodium benzoate**, spice, mustard seed, natural flavor, dried red bell peppers, **polysorbate 80**, oleoresin turmeric



BRAND

#1 PICKLE BRAND → **“FRESH TASTING”**

#1 PICKLE BRAND → **“HIGH QUALITY”**

#1 PICKLE BRAND → **“FUN BRAND PERSONALITY”**

#1 PICKLE BRAND → **“UNIQUE FLAVOR”**

#1 PICKLE BRAND → **“WORTH PAYING MORE FOR”**

PERCEPTION



the **killer**
brownie®
company

KILLER BROWNIE



THE KILLER BROWNIE TIMELINE

1982

1982: Killer Brownie® was developed in the bakeries of Dorothy Lane Market- Dayton, Ohio.

1988

April 5, 1988: Killer Brownie® was trademarked by Dorothy Lane Market and is now owned by the Killer Brownie® Company or Killer Brownie® LTD.

2008

October 2008: Killer Brownie® Distributing began manufacturing brownies in house for Wholesale Distribution of finished/baked product.

2019

June 2019: Construction and purchase of a new 30,000 sq ft dedicated facility.

2017

June 2017: Received first SQF Level 2 Certification.

2015

October 2015: Manufacturing moved into a 7,000 sq ft dedicated facility.

2019

August 2019: Rebranded and changed the company name from Killer Brownie® Distributing to The Killer Brownie® Company.

NOW

The Killer Brownie® Company is an independent wholesale entity.

MISSION & VISION



Mission: To Craft The World's Most Delightful Brownie Experiences

Vision: To Be Recognized as The Brownie Specialists®

Our Purpose: to nurture an environment where we can all reach our fullest potential

KILLER BROWNIE PRODUCT LINES

Traditional Collection



Classic Chocolate Brownies
Fudge & Cake Varieties

Artisan Collection



Premium Ingredients
Fudge & Blonde Varieties

Signature Collection



Multi-Layered Creamy Caramel
Exclusive Recipe

Thank You!

