

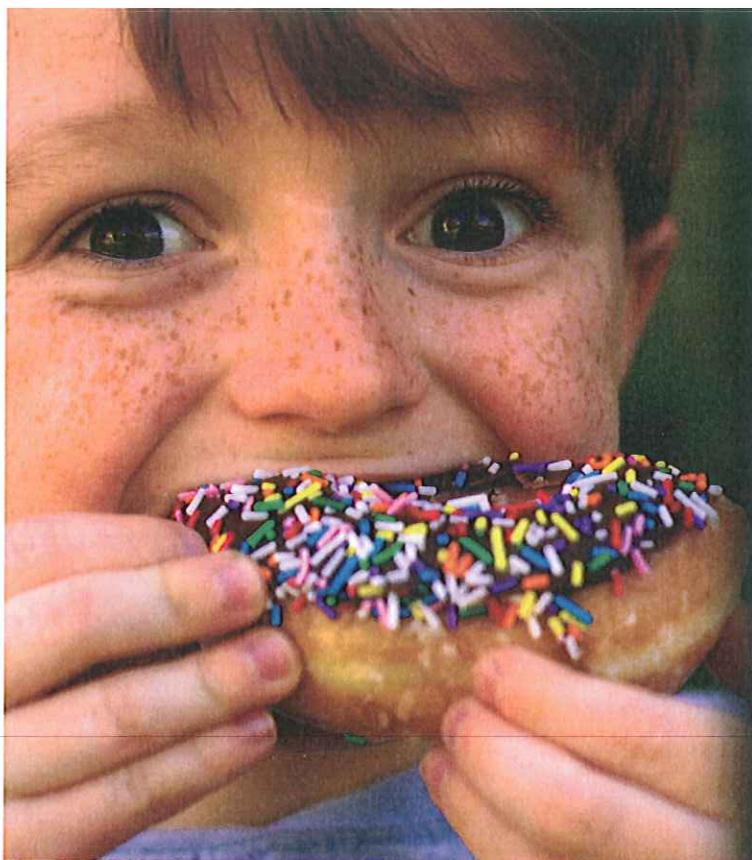


**SB** SIGNATURE  
BRANDS, LLC

*Great People Building Great Brands*







**SIGNATURE  
BRANDS, LLC**

Signature Brands is, at heart, a hometown company. Louise Jones Crawford and her brother, Bobby Jones, founded the Pioneer Decorating Company in Ocala in 1951. The business began in the Crawford home but eventually grew out of the space, and in 1959 relocated to 808 S.W. 12th Street. Louise concentrated on sales and marketing, while Bobby handled the manufacturing processes.

The growing strength of Pioneer did not go unnoticed. In the late 1960s, General Mills was acquiring many different, diverse companies, presenting an opportunity for Louise and Bobby. In 1970, at a time when the Betty Crocker brand was introduced to the decorating category, General Mills purchased Pioneer.

General Mills divested a number of businesses in 1987, and sold Pioneer to a German firm named Schwartauer Werke GmbH. Schwartauer Werke was and continues to be a leader in the German consumer packaged goods and industrial markets. Schwartauer then merged with Hero AG.

Based in Lenzburg, Switzerland, Hero is a large global supplier of infant nutritional products, premium fruit jams, granola bars, dessert decorating products, and seasonal products.

In 1996, Pioneer Products entered a joint venture agreement with McCormick & Company to create Signature Brands LLC, a global manufacturer and distributor of the Cake Mate and Betty Crocker brands of dessert decorating products. In December 1999, Signature Brands continued to expand with the purchase of the PAAS Easter Egg Decorating Company from Schering-Plough.



*Anniversary*

1951

Pioneer Decorating Company was formed by Louise Crawford & Bobby Jones

1959

Business moved to 808 SW 12th Street location

1959

Product line expanded to include birthday products. Name was changed to Pioneer Products, Inc.

1970

General Mills purchased Pioneer Decorating



# A History of Building The Future

In May 2006, Hero purchased McCormick's 50-percent interest in Signature Brands. Together, Signature Brands and Hero are now the world's leading suppliers of dessert decorating products, with market dominance in the U.S. and Canada.

In March 2007, Signature Brands acquired Pumpkin Masters LLC, adding America's favorite pumpkin carving kits to its portfolio of products. More than 25 years ago, Paul Bardeen invented a pumpkin carving method using patterns and small saws. His children carved intricate pumpkins and carried them door-to-door to show the neighbors their creations. In 1986, as a tribute to their dad, the kids created Pumpkin Masters and started selling pumpkin carving kits to other families. Signature Brands has now taken up the charge to change the way families carve pumpkins, and create products that enhance Halloween traditions.

In August 2008, Signature Brands acquired the Chicago-based company formerly known as Houston Harvest, which manufactured and sold contemporary and traditional holiday tins filled with three types of air-popped popcorn: buttered flavored, cheese flavored and caramel corn. These decorative holiday tins are a staple of American holiday tradition—saved as keepsakes after the popcorn had been consumed. The company produced well over 10 million tins each year, making it the world's largest seller of holiday popcorn.

Signature Brands renamed the company and moved its operation from Chicago to Ocala. The decision to relocate the company to Ocala was an easy one. Signature Brands opted to make the investment in a new factory to bring jobs to Ocala and to keep operations close to home, utilizing what we consider one of the best workforces in America.

On March 2, 2011 Signature Brands opened one of the world's largest popcorn popping facilities in Ocala, with a new 207,000 square-foot production and distribution facility for Popcorn Expressions. The new facility represents



a \$15 million investment in the local community. When the Ocala facility is fully operational, Signature Brands will increase its current employment of 300 by another 100 year-round employees, with seasonal employment growing beyond that. During peak production periods, the facility will run 24 hours a day, seven days a week, popping and packaging corn, and shipping between 100 and 150 truckloads daily.

Signature Brands contributes annually to the community it calls home by sponsoring events like the PAAS Eggstravaganza Easter Egg Hunt, ARC Hog For Hope, and March of Dimes. Whether it's helping the Boy Scouts of America, the CF College Foundation, Hospice of Marion County or any of the other 26 community organizations the company supports in Ocala and Marion County, Signature Brands is there, as it is every day, in every facet of our lives.

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1987

General Mills sold to Schwartz Werke

1995

Schwartz became majority shareholder of HERO, Pioneer ownership was transferred to HERO

1996

Company entered a joint venture ownership, 50% McCormick, 50% HERO, company was named Signature Brands

1998

Jim Schneider Named President and CEO, Easy Flow Icing was introduced

1999

PAAS was purchased from Schering-Plough

2001

SB completed 80,000 sq ft distribution center in Meadowbrook Industrial Park





## Looking Ahead

As we celebrate 60 successful years we anticipate an even brighter future with new innovative products and partnerships. As a family owned company, our investments reflect our values; we work hard to provide a better future for our children and for the communities in which we live. Our commitment to building a successful future is evident in the new 124,000 square foot popcorn facility, and the 100+ newly created jobs.

Moving forward, we challenge each employee to share our vision and passion. Each employee has something unique to bring to the table. Today, as we celebrate our 60th Anniversary we can expect a promising future with each employee's commitment to replicate our past successes.



2006      2007      2008      2008      2008      2011

HERO purchased McCormick's 50% Share of SB

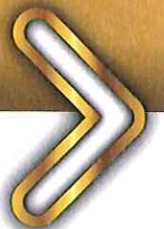
SB acquired Pumpkin Masters

SB Partnership: Oreo Ice Cream Toppings were introduced, building a partnership that would lead to OREO Icing in 2011

SB Innovation: Betty Crocker Cookie Icing is the first ready-to-use icing that sets up.

SB acquired Houston Harvest popcorn company and renamed the brand Popcorn Expressions

Relocated Popcorn Plant to Ocala





# Mission Statement



Jim Schneider, President & CEO

At Signature Brands, LLC we "make everyday special" with our decorating products. We are the leader and innovator in the dessert decorating, Easter egg coloring, pumpkin carving kits, and retentive holiday popcorn tins. We satisfy consumers' needs with high quality, fun products while maintaining a cost conscious environment, maximizing shareholder value and meeting the needs of our customers, our employees and our community.

## In The Community



Signature Brands is committed to supporting the local community. Every year for the past 12 years Signature Brands has sponsored the City of Ocala's Annual PAAS Eggstravaganza, donating over 25,000 Easter eggs and free PAAS dying and decorating kits for the Easter holiday.

### OTHER ORGANIZATIONS WE SUPPORT

Altrusa International  
American Heart Association  
ARC of Marion County  
Arnette House Foundation  
Boy Scouts of America  
CFCC Foundation  
City of Ocala – Stars Program

Delta Sigma Theta  
EMIT – Forest High School  
Florida Center for the Blind  
Women's Club of Ocala  
Happy Hearts  
Hope Foundation  
Hospice of Marion County

Junior League  
March of Dimes  
Marion County Public Schools  
Marion Masters Tournament  
MRMA  
Munroe Foundation  
Ocala Pride and Bloom

Public Education Foundation  
Ronald McDonald House  
Susan Zysek Memorial Fund  
Shady Hill Elementary School  
United Way  
Webster University  
Wyomina Park Elementary School

## The People

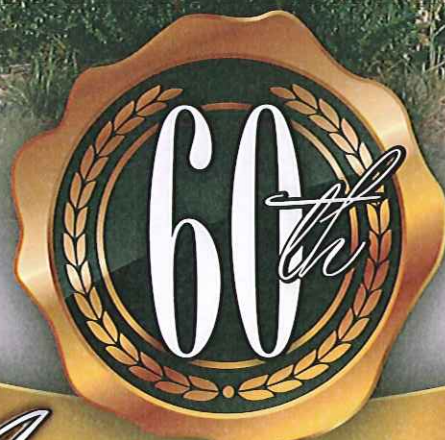
Over the past 60 years Signature Brands has been successful due to the hard work and efforts of the employees. Signature Brands employees are committed to pursuing company goals while seeking to improve our products and processes. It is the commitment, skill, and passion of our employees that help drive our business. The employees truly make the difference in our products, our organization, and community. Moving forward, we look for the same commitment, skill, and passion from each employee that has allowed us to be successful throughout the past 60 years.







**SIGNATURE  
BRANDS**



*Anniversary*

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