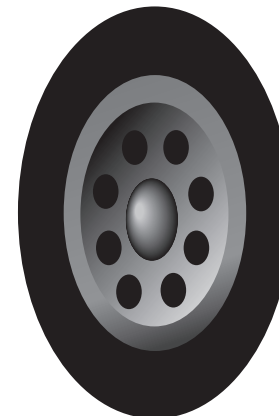
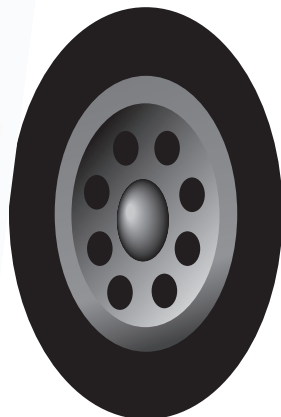
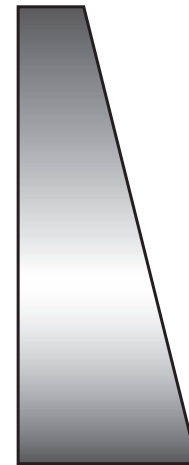
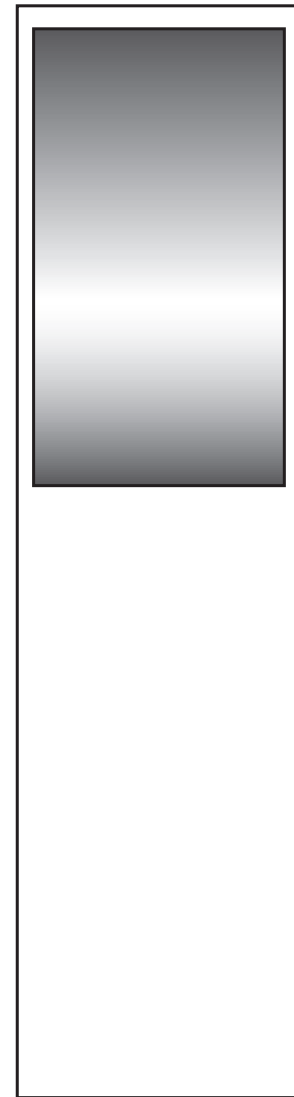




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HISTORY OF PEPPERIDGE FARM

The history of Pepperidge Farm is unique in American business. It was started in answer to a child's health problem by an extraordinary woman, Margaret Rudkin. She had no manufacturing or marketing experience and very little available capital. What she did have was:

- *Dedication*
- *Imagination and*
- *A desire to produce a premium quality loaf of bread*

The Pepperidge Farm brand was launched from a Fairfield, CT. farmhouse kitchen in 1937 with Mrs. Rudkin baking an all-natural bread as a mail order business. Word quickly spread and she was soon selling to local stores. Within 2 months due to the growth of sales, her operation moved from her kitchen to a garage and then to an abandoned stable on the property of Pepperidge Farm (named after a large Pepperidge tree on the grounds). In 1940, Pepperidge Farm moved to new facilities in Norwalk, CT and then in 1947 moved to its first modern plant designed by Mrs. Rudkin opened on Westport Avenue in Norwalk.

As the business grew and more markets were opening up in the Mid Atlantic States, another plant was built and opened in Downingtown, PA, followed in 1953 by a Bread, Roll, Stuffing Plant in Downers Grove, IL.

Mrs. Rudkin was always looking to "What's Next". On a trip to Belgium in 1950 she discovered delicate out-of-the ordinary cookies at Delacre Co. in Brussels. An agreement was reached between the 2 companies and in 1955 Pepperidge Farm produced and introduced these elegant distinctive cookies in the New England area. She then saw an opportunity in prepared frozen foods such as turnovers and opened a frozen production line in 1958 in the Downingtown, PA facility. In 1962 after a trip to Switzerland the recipe was secured for the birth of the Pepperidge Farm "Goldfish" in America. Today, Goldfish® crackers continue to be a recognizable icon of the Pepperidge Farm brand.

Acquired by Campbell Soup Company in 1961, Pepperidge Farm is still headquartered in Norwalk, CT. Today, the company worldwide has more than 5,000 employees, 3,000 independent distributors, and its products are sold in all 50 states and in 40 countries. It is a \$1 billion business that produces over 200 products including Bread, Rolls, Cookies, Cracker, Pastries, Cakes, Pot Pies, Texas Toast, and Croutons. The company has production sites throughout the United States in Bloomfield, CT; Downers Grove, IL; Downingtown and Denver, PA; Richmond, UT; Aiken, SC; Willard, OH; and Lakeland, FL. The original Norwalk Plant was closed in 2003 replaced by a new state of the art plant that opened in Bloomfield, CT. In recognition of its "innovation, momentum, and leadership in the baking industry," Pepperidge Farm was named "2002 Wholesale Baker of the Year" by the leading bakery publisher, Sosland Publishing.



What Makes Pepperidge Farm So Successful?

Pepperidge Farm continues to be successful by staying close to the values with which Mrs. Rudkin began:

- *Quality*
- *Innovation*
- *People*

The company's goal is to continue to be the leading provider of premium baked goods for changing lifestyles and its continued commitment, started by its founder Margaret Rudkin, to deliver quality and excellence across all of its product lines.

Another strength is innovation. Building on its rich brand heritage and icon product platforms like Swirl Breads, Goldfish® Crackers and Milano® Cookies, Pepperidge Farm continues to develop and introduce new and exciting offerings in every product category.

Final secret of Pepperidge Farm's success is great people, whether they be employees or independent distributors. They all share in their individual roles a shared sense of commitment and pride in Pepperidge Farm products and brand. A company that Margaret Rudkin would be proud of today.



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Owning a Pepperidge Farm Distributorship

In business for yourself.....not by yourself

Owning a Pepperidge Farm Distributorship can be both a personal and financially rewarding experience. Like Pepperidge Farm's founder, Margaret Rudkin, who captured and thrived on an entrepreneurial spirit, we invite you to explore the avenues for success that Pepperidge Farm has to offer each independent distributor and one that you can be proud of.

Pepperidge Farm is one of the most respected names in the food industry. As an independent distributor, you benefit from the backing and outstanding reputation of the entire organization. You also enjoy the independence and satisfaction that only comes from being self employed. You have an exclusive territory in which you sell and deliver either Pepperidge Farm Bakery or Biscuit products to retail stores.

This territory is yours to develop as an independent business. Every independent distributor (known as sales development associates, or SDA) brings to their business their own experiences, talents, creativity and drive. That's what makes owning your own Pepperidge Farm distributorship a most dynamic and rewarding business experience.



SDA Karl Schellhardt
Bakery SDA since 1989

"The thing I like most about Pepperidge Farm is that they make sound, calculated, and timely introductions on our new items. They are always ahead of the current trends, and these new items continue create increased volume for me on my route. That has enabled me to sell portions of my route 4 times since I bought it back in 1989, and I still have more sales than I purchased."



Steve Paeglow
Biscuit SDA since 2000

"The best thing about Pepperidge Farm is that you get a recognized brand that almost sells itself. With the marketing support, and the account representation that Pepperidge provides, makes it exciting to go out into the market everyday."



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Owning a Pepperidge Farm Distributorship



Janet Scarantino
Biscuit SDA since 1986

“Owning my own route has given me the opportunity to become a salesperson, and not just a delivery person. I get to build relationships by selling a great brand everyday. With the support from Pepperidge Farm, and with my own desire to build for my future, I have been able to become extremely successful.”



SDA Joseph Durbin
Combo SDA since 2002

“I have been in the DSD business for over 30 years and been with Pepperidge Farm for just over 3. This is by far the best company I have ever been a part of. Owning a combo route enables me to own the store and sell to our company as a whole (snacks and bread at the same time). Every key member in the store knows me, and it enables me to get multiple displays daily.”

Jeff Friedman
Biscuit SDA since 2005

“My experience so far is excellent. My DSM gave me all of his experience to draw on. I wish I would have done this years ago.”





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How Pepperidge Farm Supports the Independent Distributor

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Pepperidge Farm Offers:

Pepperidge Farm SDA Website

Pepperidge Farm Connections

- An outside company “Power Purchasing” provides related services to the independent distributor such as :
Tire Purchasing Services, Personal and Business Insurance, Financial Services and Equipment (i.e., new & pre-owned trucks, & truck rental program)

Truck Decal Program

- Pepperidge Farm provides truck decals that are individually designed for either a biscuit or bakery distributorship.

Uniform Program

- Offers catalog with a specified allowance each year in which the distributor can purchase shirts (with PF Logo); pants, hats and other miscellaneous items.

National SDA of the Year

- Each year the 6 Sales Regions (West, Southwest, Central, Southern, Mid Atlantic, Northeast) submit their recommendations as a candidate for National SDA of the Year and National New SDA of the year for both bakery and biscuit distributors.
- Each National Winner receives a savings bond in the amount of \$5,000. The remaining regional winners receive a bond in the amount of \$1,000, based on performance and other criteria.

SDA Referral Program

- An existing SDA can receive \$300 gross payout for each candidate referred by them who is approved and becomes an active SDA. Further criteria available through the Regional Business Development Manager



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How Pepperidge Farm Supports the Independent Distributor

In business for yourself.....not by yourself

Pepperidge Farm Products are backed by:

- **Advertising**

- A major advertising agency works closely with Pepperidge Farm's Marketing Department to develop effective advertising campaigns. In 2003 a new advertising campaign was launched linking all 3 brands to one animated icon.

- **Sales Promotion Activities**

- During the course of the Fiscal Year, Pepperidge Farm runs a number of special promotions to further increase sales volume.
These promotions consist of: store displays, consumer coupon offers, distributor contests and local/regional trade promotions

- **Field Sales Force**

- Employees of Pepperidge Farm assigned to a respective district territory with multiple distributors.
- Provide 2 weeks of informal indoctrination to you as a new independent distributor.
- Assist in helping you grow your business through additional product authorizations, in-store displays and increased space.



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How to Purchase a Pepperidge Farm Distributorship

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Applicants to purchase a Pepperidge Farm distributorship must undergo a careful screening process. If you are interested in owning your own Pepperidge Farm Distributorship please call the below 800 number and provide the following information. The Distributor Development Department will forward your request for further information to the respective regional office where you are interested in purchasing a route.

Call: 1-888-419-3373

Provide the following information:

Name:

Area interested in purchasing a route:

Type of Route: (IE: Bakery, Biscuit or Combo)

Current State Living:

Phone # where our Pepperidge Farm Representative may contact you for further discussion on route availability:

You can also view routes for sale within the United States on www.PepperidgeFarm.com



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