



HICKORY FARMS[®]
SINCE 1951

Brand Guidelines
October 2024





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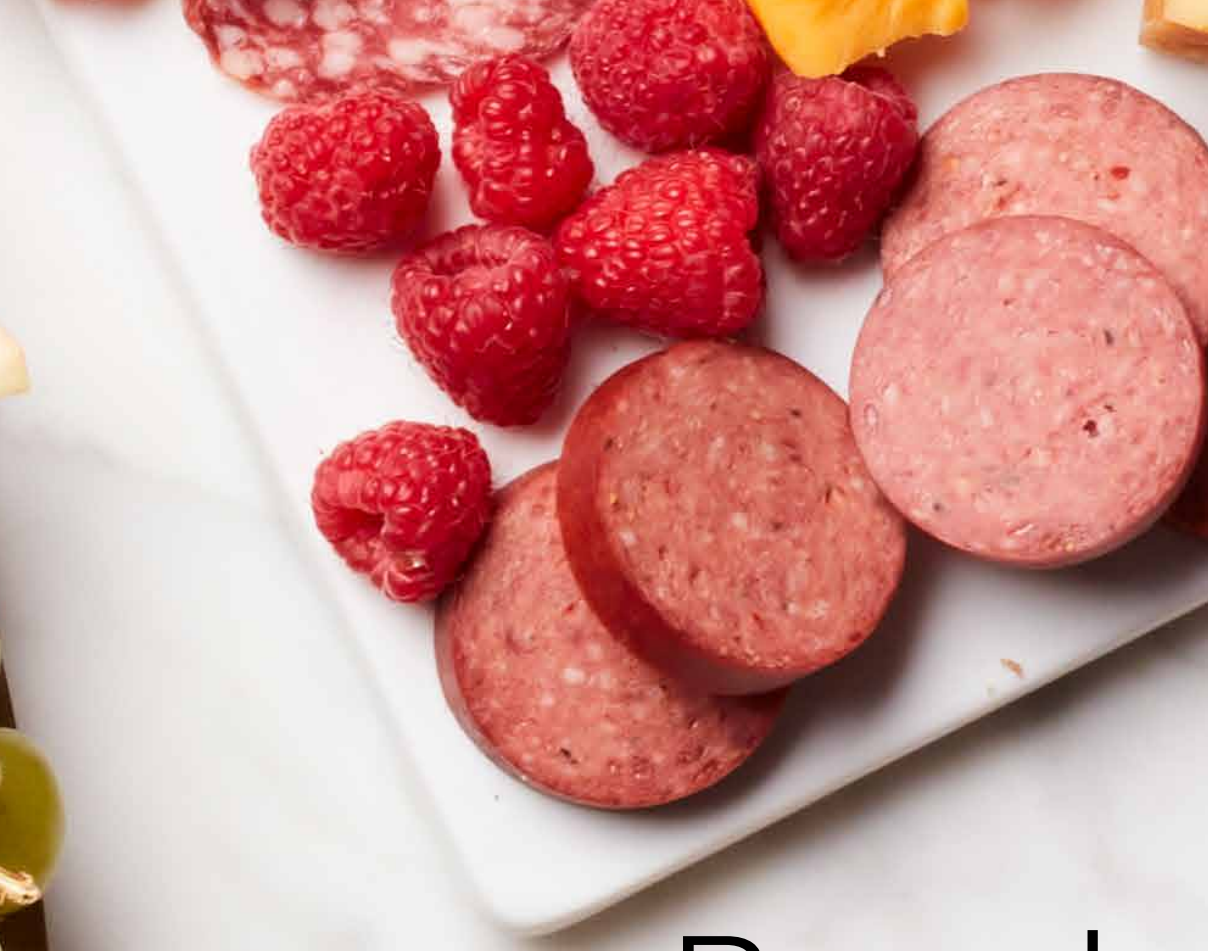
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Brand Architecture





Purpose Statement

Our purpose is why we do what we do.
It's the reason we come to work every day.

We connect people through
savory flavors to share and send.



Brand Positioning

Our positioning is what we are and who we're for.

This is why people come to Hickory Farms.

Hickory Farms connects people through savory flavors to share and to send. Since 1951, our specialty cured meats and cheeses have been crafted in America's heartland. We bring people together with great food and memories.



Brand Taglines

Succinct customer-facing phrases that describe what we stand for and who we are

Bringing people together[®]

Specialty cured meats and cheeses crafted in America's heartland[™]

Savory flavors to share and to send[™]

* Registered trademark in progress on bottom two taglines



Brand Pillars

What defines us



Savory Flavors

- High-quality specialty cured meats, cheeses, and mustards
- Crafted in America's heartland
- Best tasting summer sausage in America
- Classic, approachable flavors with broad appeal
- Hearty, satisfying food
- Trusted since 1951

To Share

- Sharing food together builds lasting connections
- We create memories through great food
- Consistent quality you can trust
- Expertly paired, high-quality sausage, cheese, and condiments for snacking and entertaining

To Send

- Every gift is an experience that builds connections
- Confidence that your gift will be enjoyed
- No work once you open the box — just fun
- Beautiful occasion packaging — no wrapping required

We Are
 Approachable
 Fun
 Attainable
 Savory
 Casual
 Heartland
 Warm
 Trusted
 Flavorful

We Are Not
 Elitist
 Fancy
 Exclusive
 Sweet
 Formal
 Globetrotters
 Pompous
 Cheap
 Bland



Brand Persona

Meet *Mike & Lisa*. They exemplify the key customers who love our brand and represent the type of people we design our products and gifts for.



- Late 40s - early 50's
- Married with with kids, one in high school and one in college
- Have golden retriever Knut (after Knut Rockne)
- Lives in Greenwood, Indiana, a suburb of Indianapolis. Owns their own home
- College-educated (IU, Purdue, maybe Ball State)
- \$150K/ year
- Owns their own business (construction or remodeling)
- Mike served in Army Reserve and maintains connections with his former reservist buddies

Shopping



Eating

- Local restaurants for monthly date night & movie
- Cooper's Hawk for special occasions
- Sometimes in the city for a night out
- Lisa loves her Starbucks (PSL)
- Enjoy beer & wine



Media

Local News, Live Sports Broadcast (Big 10 Games) Food Network, HGTV (Good Bones), Discovery, YouTube TV. Sirius XM (Prime Country), Spotify for podcasts, Audible for audiobooks, Facebook, Instagram, NextDoor, USA Today, E!

Entertaining

- Easy but impressive; has to look good
- Loves to entertain (friends, family, neighbors)
 - Summer BBQs
 - Hosting for the Holidays
 - Family Gathering
 - Game Day

Activities & Hobbies

- Mike: golfing, fishing, occasional hunting
- Lisa: gardening, crafting, yoga, Peloton
- Enjoy pickleball, outdoor music at local amphitheater, boating, and camping (RV)
- Active in PTA, church and community
- Care about the value and curb appeal of their home, spend time on home improvement and the lawn & garden.

Brand Loyalty





Usage Scenarios

Sharing food is a great way to build connections with those we care about most. Hickory Farms' cured meats, cheeses, and mustards are always a perfect pick for every gathering, holiday, or occasion.

Get-Togethers & Celebrations

- Entertaining Friends
- Birthday Parties
- BBQs & Cookouts
- Game Day / Watch Parties
- Family Reunions
- Holiday Gatherings
- Christmas Parties
- Tree Trimming
- Holiday Meal Appetizer

Everyday

- Pantry Essentials
- Recipes
- Movie Night
- Wine Night
- Girls / Guys Night
- Picnics
- Outdoor Activities:
 - Camping, Boating, Hiking, Sports
- Lunches
- Snacking

Gifting

- Holiday / Christmas
- Thanksgiving
- Birthday
- Valentine's Day
- Father's Day / Mother's Day
- Grandparent's Day
- Easter
- Sympathy / Get Well
- Thank You / Thinking of You
- Bosses' / Admin's Day
- Game Day

Business Gifting

- Employee Appreciation:
 - Birthdays
 - Anniversaries
 - Milestones
- Customers & Clients:
 - Thank You for Your Business
- Vendor Appreciation
- Customer Service Week



Brand
Expression





Our Voice (How we speak)

Our voice is the way we talk—the personality that comes across through our copy. Our voice has the power to build connections with everyone who interacts with our brand.

Too small...

Nice

superficial, polite

Passive

vague, cold

Campy

whimsical, silly

Just right...

Warm

caring, thoughtful, helpful

Welcoming

inclusive, friendly, outgoing

Witty

bright, fun, smart

Too big...

Sappy

sentimental, gushing

Exclusive

snobby, pompous

Flippant

biting, sarcastic



Messaging Examples

General

Savory flavors to share and send
From the heartland to your home
Expertly-paired flavors
Something for every taste
Award-winning flavor
90+ point wines

Charcuterie & Pantry Essentials

Try our most-loved pairing
Perfect for snacking
Serve a perfect board
Stock up on charcuterie essentials year-round
Your favorite flavor pairings
Stock up on your favorite snacks
Build your best board

Gifting

Something for everyone at every price point
Gifts for everything you're celebrating
Gifts of great taste
Give a gourmet charcuterie experience
Gifts that impress
Perfect gifts, perfect price (promos)
Holiday comes home
Savor the joy



Military Messaging

Overall Tone

Copy and imagery used should convey respect, support, and appreciation with a large focus on sending a “taste of home” to loved ones serving domestically or overseas. Subtle patriotism is acceptable during appropriate holidays. We should be as clear as possible when talking about free shipping (to APO/FPO addresses, not free shipping for veterans).

Armed Forces Day (Third Saturday in May)

Armed Forces Day is the day that we celebrate and thank those who are currently serving in the military. This would be a great time to market our free shipping to APO/FPO, especially because this important holiday is often overlooked.

Father's Day (Third Sunday in June)

Many active service men are fathers, so sending a gift overseas would be a nice way to let them know they're being supported and thought of back home. While this shouldn't be a huge focal point for Father's Day, the opportunity for a subtle nod to free shipping to APO/FPO is there.

Independence Day (July 4)

While typically considered a civilian holiday, Independence Day is still an appropriate time to celebrate and thank active service members due to their support and defense of the US.

Veteran's Day (Nov. 11)

Traditionally, Veteran's Day is meant to celebrate and thank those who have previously served in the military, but marketing free shipping to APO/FPO for gifts would not be inappropriate in this case.

Thanksgiving

We can position military gifting under the umbrella of being thankful (being thankful for their service, etc.) and thinking about far-away family members during the start of the holiday season.

Christmas

Military gifting can be positioned as sending warm wishes and a taste of home to far-away loved ones during the holiday season. If there are any specific shipping deadlines for APO/FPO, we should be sure to call these out as well.

Flag Code & Images of the Flag

According to the US Flag Code, images of the flag shouldn't be used for advertising purposes in any manner. However, this is applicable to an image of the entire flag, so using a motif of patriotic colors, stars, and stripes can be acceptable when done tastefully. If an image of a flag is used for any reason, it should never have images or logos superimposed over it.

A note on Memorial Day (last Monday in May)

Memorial Day exists to celebrate and memorialize those who have died while serving in the military, so many veterans would consider gifting for Memorial Day to be inappropriate. The opportunity for Hickory Farms could lie more in marketing for Memorial Day cookouts and we could do a very subtle nod to gifts for active service members.

DO's

“Thank you for your service” on Armed Forces Day or Veteran's Day

“We appreciate the men and women in the Armed Forces” on Armed Forces Day

“We thank military families for their sacrifice” on Memorial Day

DON'TS

“Thank you for your service” on Memorial Day

(This day is meant to thank those who've passed)

“Happy Memorial Day” (It's not a cheerful/happy occasion)



Copy Rubric

General Style Notes

- Component and gift names should be capitalized in copy
- Use contractions for a conversational tone
- Don't use periods after weight abbreviations (oz, ea, lbs, etc.)
- Avoid ordinal numbers (1st, 2nd, etc.)
- Net Weights should always round down to the nearest 100th.
- Use Canadian spelling for Canadian communications (flavour, favourite, etc.)

General Naming Rules

- Name should be descriptive of the gift or product and be intuitive for consumers
- Year-round gift names are preferred for core products
- Character limit is 50 unless otherwise noted
- Use "&" instead of "and"
- Name should reference the packaging for occasion/holiday specific gifts when possible
- Name should include the container type for the gift (Gift Box, Gift Tower, Gift Basket, etc.)
- Amazon names should always include "Hickory Farms," relevant SEO terms (Charcuterie board), and occasions (perfect for holiday gifting, business gifts, etc.)

Gift Naming Conventions

We use our tiering rubric to convey a good/better/best story to our customers:

Sampler Used for gifts under \$25 and/or has one each of a small-size component

Signature Used for gifts under \$75 with core components

Premium Used for gifts \$50-\$75

Deluxe Used for gifts \$75-\$100 (or 2 bottles of wine)

Grand / Luxe Used for gifts over \$100 (or 3 bottles of wine)

Ultimate Used for gifts over \$200 (4 or more bottles of wine)

Wholesale WIP:

Sampler \$10-\$14.99

Selection \$15-\$19.99

Gift Box or Gift Basket \$20-\$25

Collection \$25 and over



Ecommerce Pantry Example

Signature Beef Summer Sausage

3 PK

6 PK

WHAT'S INSIDE

- 10 oz Signature Beef Summer Sausages

Try our most-loved combination! Pair Signature Beef Summer Sausage with [Smoked Cheddar Blend](#) and [Sweet Hot Mustard](#) for a classic, savory bite.

ALLERGEN INFORMATION:

Produced in a facility that also processes milk, egg, wheat, soy, peanuts, and tree nuts (pecans, almonds, coconut, cashews, walnuts). This product is gluten-free.

ABOUT THIS GIFT

With 100% premium North American beef, the taste of hickory smoke, a hint of mustard seed, and a dash of pepper, it's no surprise our Signature Beef Summer Sausage is an award winner! Add this savory and satisfying favorite to your next party menu, appetizer spread, or hearty snack. It's perfect paired with creamy cheeses, tangy mustards, and buttery crackers.

* Include multiple pack sizes on a single PDP and call out flavor pairings with links other to Hickory Farms' products as a cross-sell.



Ecommerce Gift Example

Hearty Bites Gift Box

WHAT'S INSIDE

- 4 oz Signature Beef Summer Sausage
- 4 oz Spicy Beef Summer Sausage
- 4 oz Sweet & Smoky Turkey Summer Sausage
- 4 oz Sharp Cheddar Blend
- 4 oz Three Cheese & Onion Blend
- 1.25 oz Sweet Hot Mustard
- 1.25 oz Belgian Ale Mustard
- 1 oz Golden Toasted Crackers

Net Weight 1.47 lbs

ALLERGEN INFORMATION:

Product contains milk, wheat, and soy. Produced in a facility that also processes egg, peanuts, and tree nuts (pecans, almonds, coconut, cashews, walnut).

ABOUT THIS GIFT

Hearty bites of big flavor is what makes this gift extra delicious. Send this selection of our three classic summer sausages: Signature Beef, Spicy Beef, and Sweet & Smoky Turkey for a variety of flavors. Paired with our creamy Sharp Cheddar Blend, and Three Cheese & Onion Blend cheeses stacked on Golden Toasted Crackers and topped with either Belgian Ale or Sweet Hot Mustard, they can create endless combinations.

* What's Inside component list should follow the following rubric: Sausage (list Signature Beef first), Salami, Cheese, Mustards & Sauces, Crackers, Snacks & Sweets, Retentives & Premium Containers (i.e. Water Hyacinth Basket), Wine. If there are multiples of the same type, list the larger size first.



Logos & Color

Our logo is our most powerful visual equity which proudly identifies the Hickory Farms brand across all touchpoints.

The **Brand Color** is PMS 3546C, a bright red reminiscent of the farm and the holidays.

The **Brand Logo** is comprised of the barn icon, wordmark and our founded date. The horizontal format works primarily in on-line and printed marketing materials

The **Stacked Logo** is used in when there are space limitations and is preferred in packaging applications.

The **Square Logo** is an alternative version of the stacked logo and is used to frame out or define our brand within a blank space. This is currently being phased out of component packaging, but is used in our core gift boxes and mailers.

The logos must always be legible and clear, and should not be sized smaller than 1" in width to ensure the integrity of the logo. Do not modify the brandmarks in any way.

All logos, elements, and patterns are available in PMS, black, and white.



CMYK: 5/100/93/2
RGB: 179/0/31
HEX: CC0000



Brand Logo



Stacked Logo



Square Logo



Simplified Brandmarks

The **H-Barn** can be used for on-product branding or as a sign-off. This version is recommend on non-core components such as sweets and in retail settings when the brand already has a strong presence. The H-barn is used without the registered trademark.

The **Simplified Logo** without the founded date may used when spatial limitations or minimum text-size requirements do not allow for the preferred primary logos to be used.

The **Wordmark** is used sparingly and only when other logo variations do not work due to spacial limitations.

The simplified logos must always be legible and clear, and should not be sized smaller than .5" in width to ensure the integrity of the logo. Do not modify the brandmarks in any way.

All logos, elements, and patterns are availabe in PMS, black and white.



H-Barn



HICKORY FARMS®

Simplified Logo

HICKORY FARMS®

Wordmark



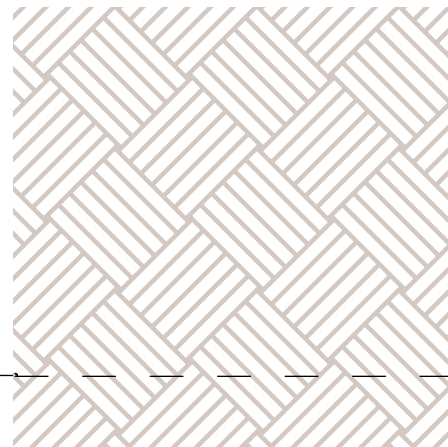
Basket Weave Pattern

Our basket weave pattern adds warmth and interest to our visual language. The basket weave communicates food and connection in a clean and modern way.

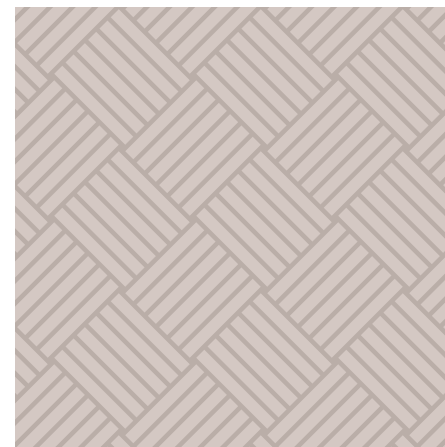
Through consistent use of the basket weave pattern, it will become one of our visual hallmarks. It can be used as a bold graphic (shipper box), a textural pattern (gift box), or as an accent trim.

The pattern should include **no less than 1 full row of square basket weave boxes.**

One-Color Basket Weave Pattern



Two-Color Neutral Basket Weave Pattern



Two-Color Hickory Farms Red Basket Weave Pattern



Two-Color Dark Red Basket Weave Pattern



PANTONE®
7528 U



PANTONE®
7528 U



OVERPRINT
PANTONE®
7529 U



PANTONE®
3546 C



PANTONE®
7622 C



PANTONE®
7621 C



PANTONE®
7622 C



Gift Basket



Mailer



Gift Box



Typography

BRAND FONTS

The impact our typography creates enables us to create a distinctive style. Used consistently, our typography provides an immediate connection to our Hickory Farms brand.

Montserrat, a contemporary sans serif typeface, is our primary font and can act as a graphic element, grabbing attention and quickly communicating information. It is a web-safe [Google font](#).

Just Lovely Regular may be used, albeit sparingly, as an accent typeface. The brush script font adds warmth and a personal touch to brand communications.

Primary

Montserrat Bold

Montserrat Bold Italic

Montserrat Semibold

Montserrat Semibold Italic

Montserrat Regular

Montserrat Italic

Accent

Just Lovely Regular



Photography

The goal of our imagery is to create appetite appeal for our products, and reinforce quality, value, and connections. Our charcuterie boards should feel plentiful and spark the imagination.

The scene feels inviting, food looks delicious, and the way it is presented is attainable.

While Hickory Farms products are always the hero, with an emphasis on our core sausage, cheese, and mustard, incorporating people is key to showing the enjoyment and connection our products create.

Charcuterie Styling Tips:

- Serve on a large platter or cheese board so there is plenty of room.
- Refrigerate our summer sausage and cheese before slicing and serving for the best experience.
- Remove the casing from sausages before slicing.
- Slice sausage and salami on a bias for a beautiful presentation.
- A variety of cheese shapes will add interest to the board. Play around with cubes, wedges, and slices.
- Our Smoked Gouda looks great when sliced in wedges and then fanned slightly to create a pinwheel effect.
- Serve condiments into small bowls to make them easier to top meat and cheese bites.
- Add fresh fruit, herbs, nuts, pickles, or olives for more texture, color, and visual interest.





Photography Style - Core Products / Pantry PDPs



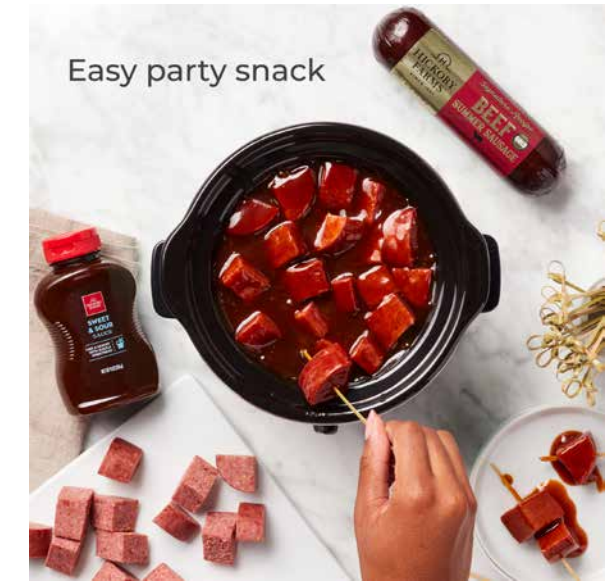
The main image for our core pantry products* show the item without packaging, cut up to show texture, and with flavor cues.



Our second image is a stacked bite to show our recommended pairings. Callout products and include a CTA.



Include a charcuterie image as an alt to show serving suggestions and create appetite appeal.



Include usage tips and suggestions to inform customers more ways they can use our products.



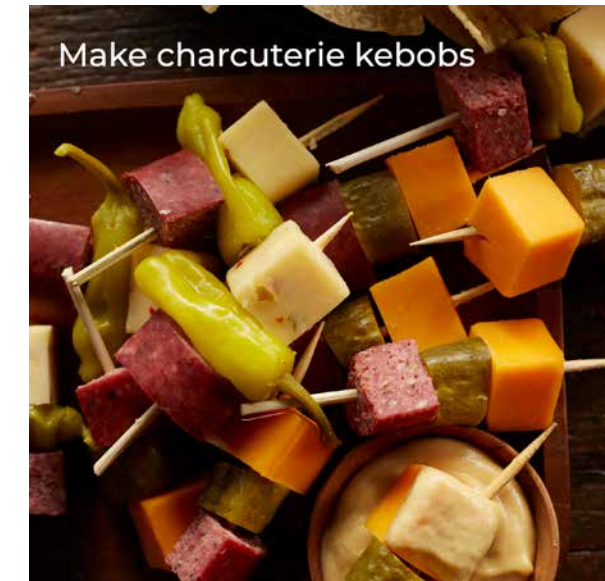
For pantry flights, show one of each product, again showing texture and flavor cues.



Show bites and/or pairings if relevant.



Include a charcuterie image as an alt to show serving suggestions and create appetite appeal.



Include usage tips and suggestions to inform customers more ways they can use our products.

*Our core pantry products include sausage, salami, cheese, and mustard

Photography Style - Gift Box PDPs



For core gift boxes, the main image is an enviro shot top down on marble. Charcuterie serving suggestion is duplicated in front of the box.



Our second image is a charcuterie serving shot to show the customer how much product is included.



We include an image of a mailer for all gifts, and box lid image for gifts over \$50 that come in a box and mailer.



Silos are a back up for Direct, but are always shot for the Fulfillment and Wholesale assortments.



For holiday gift boxes, the main image is an enviro shot top down on colored sweep, showing the lid design.



The holiday charcuterie image is also shot on a colored sweep.



The gift box lid is included and also shot on a sweep.



We may include alts of gift compilations.



Photography Style - Gift Basket & Tower PDPs



For gift baskets & towers the main image is an enviro, shot into with a marble surface and background. Charcuterie serving suggestion is shown in front.



Our second image is a charcuterie serving shot to show the customer how much product is included.



We include an image of a mailer for all gifts to show how it will arrive.



Silos are a back up for Direct, but are always shot for the Fulfillment and Wholesale assortments.



A sweep background may be used if needed for contrast or for holiday gifts.



Towers get an additional alt image, shot top down showing components in the individual boxes



We may include alts of gift compilations.



When cropping images of gifts, keep the sizing of the gift somewhat in pro. Don't crop too tight on small gifts, making them look bigger and disappointing customers.



Photography Style - Amazon



Main Image: top down silo in mailer with top flap removed. The goal is to make the products as big as possible.



First Alt: 3/4 angle silo, with products arranged abundantly in the mailer and serving suggestion in front. The mailer behind acts as a lid and shows branding.



Second Alt: Top down charcuterie serving suggestion

WHAT'S INSIDE:



Third Alt: What's Inside component breakdown



Fourth Alt: general charcuterie video



Additional Alts: any relevant product storytelling, flavor descriptions, or usage suggestions



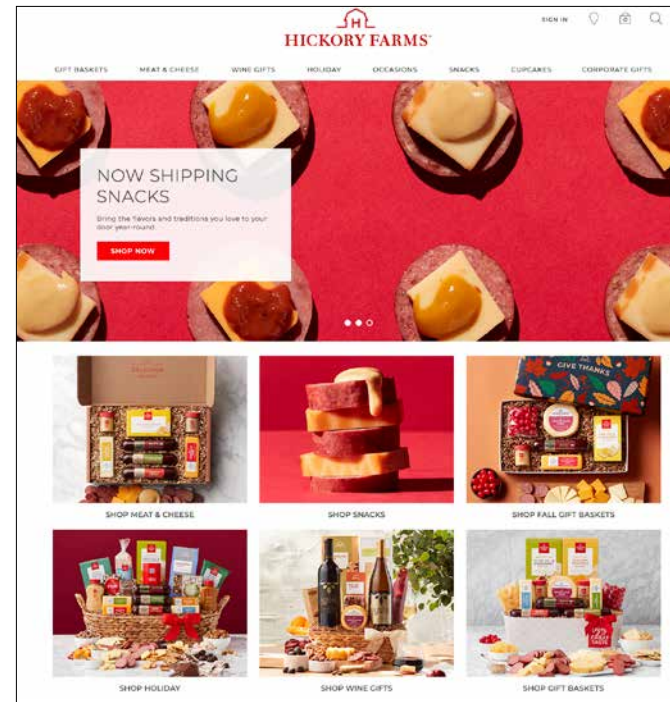
Photography & Media Spec

Common Terms:

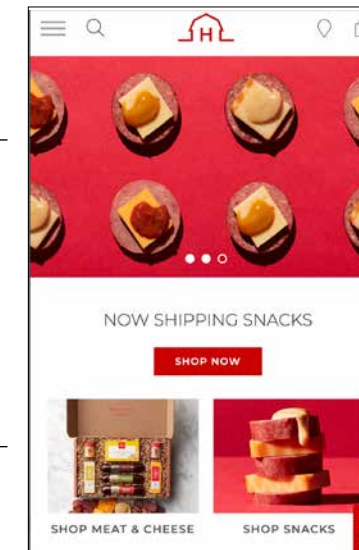
- Enviro (environment) = image with a held background or lifestyle shot
- Silo (silhouette) = image on a white or transparent (no) background
- Main = primary PDP image used to sell a product in ecommerce
- Alt (alternative) = secondary PDP image(s) used to convey additional detail, or to help sell a product through imagery and storytelling in ecommerce

General guidelines for website images:

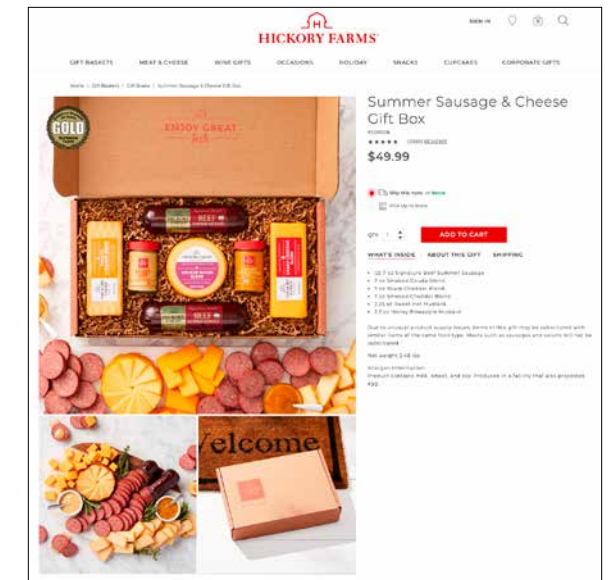
- M-Creative (homepage banner):
Desktop 1800 x 825, Mobile 320 x 225
- B-Creative (category sections): 310 x 410
- PDP images: 2000 x 2000



Desktop Homepage



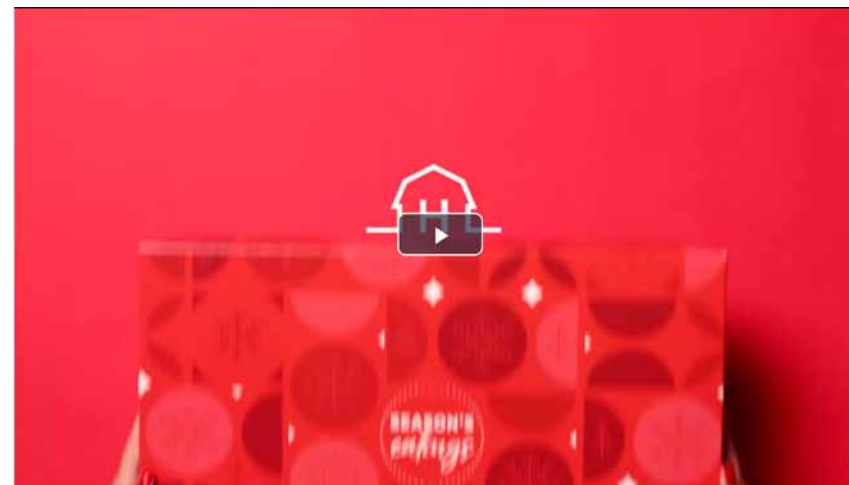
Mobile Homepage



PDP (Product Detail Page)

General guidelines for video assets:

- YouTube, Broadcast, Streaming, P-Max: 16 x 9
- Social: 9 x 16 (IG Stories & Reels, Tik Tok); 1x1 (FB, IG posts)
- Standard lengths are 6 sec (YT bumper ad), 15 sec, and 30 sec
- PMAx videos and GIFs have to be 10 sec or longer
- Always include our logo in the intro / outro and the h-barn as a watermark in lower left.
- If there is a promo, include within first 5 sec
- Channel specific specs are generally provided by requestor



Click on preview image to view video examples





Products & Packaging



Product Portfolio

Hickory Farms' core products are high-quality summer sausages, salami, cheeses, mustards, and condiments.

The product portfolio also includes classic sweets such as mints, brittle, and snacks like nuts, crackers, and popcorn.

We have hand-picked wines to pair with our specialty charcuterie which are available in bottles and in curated gifts.





Packaging Approach

Modern and simplified design for today's aesthetic that aligns with and appeals to our brand persona.

Prominent logo on labels and boxes.

Highly legible typography to create distinction between flavors along with recognizable iconography.

Channel agnostic approach to design. No artificial channel barriers with core components.

Leverages our heritage and leans into the vintage modern look that continues to be on trend in the charcuterie space.

Colors segment out the different flavor varieties and add visual interest to our gifts.





Sausage Overview

Hickory Farms has a variety of summer sausage and salami flavors. The 4 and 7 oz sizes are primarily used in gift builds, while the 10 and 26 oz sizes are sold as pantry essentials.

Our most popular sausage is our Signature Beef Summer Sausage, which is award-winning. Our Farmhouse Recipe is a pork and beef blend and is used widely in our wholesale business.

New flavors may be added on a seasonal or limited time basis and we continue to develop our product offerings.

SAUSAGE VARIETY	4 OZ	7 OZ	10 OZ	26 OZ
Signature Beef Summer Sausage	Available	Available	Available	Available
Spicy Beef Summer Sausage	Available	Available	Available	Not Available
All Natural Beef Summer Sausage	Not Available	Available	Not Available	Not Available
Farmhouse Summer Sausage Pork & Beef Recipe	Available	Available	Available	Not Available
Sweet & Smoky Turkey Summer Sausage	Available	Available	Available	Not Available
Original Dry Salami	5 OZ Available	Available	Not Available	Not Available
Three Pepper Dry Salami	Not Available	Available	Not Available	Not Available

7 oz Spicy Beef and Turkey not available in the off-season

Sausages & Salami can be considered Gluten-Free and Keto, but not Paleo



Summer Sausages: Beef



Signature Beef Summer Sausage



Packaging:

- Gold PMS 10125 accent reinforces premium quality and award-winning
- Beefy Burgundy PMS 7427
- Word “BEEF” prominent on packaging, along with a beef icon.

Key flavor notes:

- Hickory smoke, a hint of mustard seed, and black pepper

Good to know:

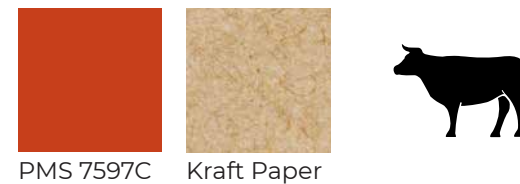
- Made with 100% premium North American beef
- Awarded American Masters of Taste Gold Medal for Superior Taste

Pairs with:

- Smoked Cheddar Blend and Sweet Hot Mustard for a smoky & tangy bite.



Spicy Beef Summer Sausage



Packaging:

- Kraft paper accent calls to mind butcher counter
- Spicy Orange PMS 7597
- Word “BEEF” prominent on packaging, along with a beef icon.

Key flavor notes:

- Spicy and savory with California chili peppers, black pepper, and red pepper

Good to know:

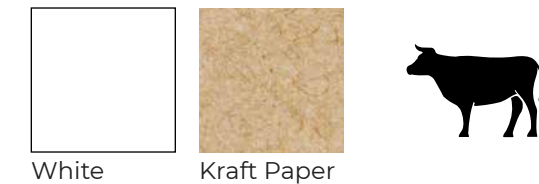
- Made with 100% premium North American beef
- Shorter shelf-life
- Heat level is comparable to a medium-spicy salsa

Pairs with:

- Jalapeño Cheddar Blend and Honey Pineapple Mustard for a bite with a kick!



All-Natural Beef Summer Sausage



Packaging:

- Kraft paper accent calls to mind butcher counter
- Clean White
- Word “BEEF” prominent on packaging, along with a beef icon.

Key flavor notes:

- Hickory smoke, a hint of mustard seed, and black pepper

Good to know:

- Made with 100% all natural American beef without any added hormones
- All-natural, made without nitrates or nitrites

Pairs with:

- Anything that pairs with Signature Beef Summer Sausage.



Summer Sausages: Other Proteins



Farmhouse Recipe Summer Sausage



PMS 3546C Kraft Paper



Packaging:

- Kraft paper accent calls to mind butcher counter
- Brand Red PMS 3546
- Words “SUMMER SAUSAGE” prominent on packaging, along with a pork icon.

Key flavor notes:

- Hardwood smoke, garlic, and black pepper

Good to know:

- Blend of pork & beef
- Not available in 10 oz

Pairs with:

- Sharp Cheddar Blend and Belgian Ale Mustard for a classic hearty bite.



Sweet & Smoky Turkey Summer Sausage



PMS 7491C Kraft Paper



Packaging:

- Kraft paper accent calls to mind butcher counter
- Grassy Green PMS 7491
- Word “TURKEY” prominent on packaging, along with a turkey icon.

Key flavor notes:

- Lighter flavor and softer texture than beef, with sweet notes of honey and brown sugar.

Good to know:

- Shorter shelf-life than beef sausages

Pairs with:

- Sharp Cheddar and Cranberry Mustard for a sweet and savory flavor experience.



Award-Winning Sausage

Since 2011, our Signature Beef Summer Sausage has held the American Masters of Taste Gold Medal for best tasting summer sausage in the nation.

This honor is awarded by chefs and culinary experts who judge the products using a triple blind method, meaning judges, people preparing the samples, and those who analyze the results don't know which products are being evaluated ahead of time.

The Gold Medal icon is applied to the product label on all our Signature Beef Summer Sausages and is used where content is relevant to that specific product. (PDP, catalog, email, etc). We amplify our "award-winning" messaging where possible.



American Masters of Taste
Gold Medal Logo



26 oz Signature Beef Summer Sausage
PDP image with medal as a badge



In the holiday catalog on a story for gifts
with Signature Beef Summer Sausage



On packaging insert for
4 oz Signature Beef Summer Sausage



Salami & Meat Snacks



Original Dry Salami

Key flavor notes:

Rich and savory flavor with hints of red wine and pepper.

Good to know:

- Made with premium pork
- Firmer texture
- Italian Dry Salami 5 oz is the same product with different packaging

Pairs with:

Hot Pepper Bacon Jam and Garlic Herb Flatbread for a delicious bite.

Three Pepper Dry Salami

Key flavor notes:

Spicy white pepper, cayenne, and crushed red peppers, full-bodied flavor that builds in heat

Good to know:

- Made with premium pork
- Firmer texture
- Classic Sopresseta

Pairs with:

Jalapeño Cheddar Blend and Hot Pepper Bacon Jam for a savory, spicy bite.



Snack Sticks

Beef Sausage Snack Sticks

- Flavor notes: Smoky and savory semi-dry premium beef
- Sizes: 3.6 oz pack (4 sticks) in 3 ct, 6 ct, 12 ct, and a 16 ct pdq

Turkey Sausage Snack Sticks

- Flavor notes: Hardwood smoked with a touch of honey and brown sugar
- Sizes: 3.6 oz pack (4 sticks) in 16 ct pdq

Good to know:

- Packs available individually in retail.
- Flavors based on our core beef and turkey summer sausages.



Mini Snack Sticks

Beef Sausage Snack Sticks

- Flavor notes: Hardwood smoked and savory, made with premium beef
- Sizes: 12 ct pdq, 6 oz pack

Good to know:

- Packs available individually in retail.
- Flavor based on our core beef summer sausage.



*Packaging refresh planned for 2025 for Salami and Meat Snacks



Cheese Overview

Hickory Farms has a variety of shelf stable cheese flavors. The 2, 4 and 7 oz sizes are primarily used in gift builds, while the 10 oz is sold as a pantry essential.

We're known for our smoked cheese blends, with Smoked Cheddar Blend being our signature flavor. We also have cheeses with inclusions like spicy jalapeño peppers, bacon, or green onions.

We call our cheeses Blends because they are crafted and unique flavor blends of more than one cheese like Cheddar and Swiss.

Our signature cheeses are shelf-stable, but are best chilled before serving.

New flavors may be added on a seasonal or limited time basis and we continue to develop our product offerings.

CHEESE VARIETY	2 OZ	4 OZ	7 OZ	10 OZ
Smoked Cheddar Blend		■	■	■
Smoked Bacon & Cheddar Blend		■		■
Smoked Gouda Blend		●	●	●
Sharp Cheddar Blend	■	■	■	■
Mission Jack Blend	■	■	■	
Jalapeño Cheddar Blend	■	■	■	■
Three Cheese & Onion Blend	■	■	■	

Shapes vary by variety and size: bars, rounds, or squares

2 oz planks not available in the off-season

Cheeses can be considered Gluten-Free and Keto, but not Paleo



Signature Cheeses



Smoked Cheddar Blend



PMS 1385C

Key flavor notes:

Aged cheddar blended with tangy Swiss, mild smoke flavor

Good to know:

- Blend of cheddar and Swiss
- Natural smoke flavor
- Diamond pattern is more pronounced and darker when it has been smoked longer

Pairs with:

Signature Beef Summer Sausage and Sweet Hot Mustard for a classic, savory bite.



Sharp Cheddar Blend



PMS 3517C

Key flavor notes:

Rich and creamy with a sharp cheddar flavor

Good to know:

- Formerly known as Smooth & Sharp Cheddar Blend.
- Replaced Farmhouse Cheddar as our only orange cheddar

Pairs with:

Sweet & Smoky Turkey Summer Sausage and Cranberry Mustard for a sweet and savory flavor experience.



Jalapeño Cheddar Blend



PMS 370C

Key flavor notes:

Smooth and creamy blend of cheddar and jack cheeses, red and green jalapeños for a spicy kick

Good to know:

- Blend of white cheddar and Monterey jack
- Includes real pieces of red and green jalapeño

Pairs with:

Spicy Beef Summer Sausage and Honey Pineapple Mustard for a bite with a kick!



Smoked Bacon & Cheddar Blend



PMS 7599C

Key flavor notes:

Tangy aged cheddar with hickory smoke flavor and pieces of smoked bacon.

Good to know:

- Blend of cheddar and Swiss
- Natural smoke flavor
- Includes real pieces of bacon

Pairs with:

Signature Beef Summer Sausage and Hot Pepper Bacon Jam for a savory, smoky flavor experience.



Signature Cheeses



Smoked Gouda Blend



PMS 2048C

Key flavor notes:

Creamy, nutty, and buttery flavor with a subtle hint of smoke

Good to know:

- Blend of gouda and cheddar
- Natural smoke flavor

Pairs with:

Signature Beef Summer Sausage and Sweet Hot Mustard for a classic, savory bite.



Mission Jack Blend



PMS 7697C

Key flavor notes:

Smooth and creamy with a nutty tang

Good to know:

- Blend of white cheddar and Monterey Jack

Pairs with:

Versatile cheese with a mild flavor complements any sausage or condiment.



Three Cheese & Onion Blend



PMS 7555C

Key flavor notes:

Smooth and savory with a subtle hint of onion flavor.

Good to know:

- Blend of Monterey Jack, aged, and white cheddar
- Includes real pieces of onion

Pairs with:

Golden Toasted Crackers, All-Natural Beef Summer Sausage, and Champagne Dill Mustard



Cheese Balls & Spreads

Hickory Farms Cheese Balls and Cheese Spreads are fan favorites, and our customers look forward to them coming back in stock every holiday season.



9 oz Cheese Balls

Original Blend Cheese Ball

Aged cheddar blended with a touch of tangy blue cheese coated in a light layer of crunchy almonds

Sharp Cheddar Blend Cheese Ball

Rich and tangy cheddar coated in a light layer of crunchy almonds

Swiss Blend Cheese Ball

Creamy Swiss blended with tangy aged cheddar for a rich flavor, lightly coated in almonds

HICKORY FARMS® | PRODUCTS & PACKAGING



10 oz Cheese Spreads

Garden Vegetable Cheese Spread

Medley of carrots, onions and celery

Pepper Jack Cheese Spread

Spicy blend of peppers and jalapeños

Garlic Mozzarella Cheese Spread

Savory garlic and herbs

Bacon & Green Onion Cheese Spread

Smoky bacon & fresh green onion

*Packaging refresh planned for 2025 for Cheese Balls and Spreads



10 oz New York Cheddar Spread

Key flavor notes:

Classic East Coast style spreadable white cheddar with sharp and smooth flavor

Good to know:

Originally called Chutter (mash up of Cheddar & Butter), this is a HF cult favorite

Pairs with:

Pour Hot Pepper Bacon Jam over New York Cheddar Spread for an easy appetizer



Mustard & Condiment Overview

Hickory Farms has a variety of mustards, sauces, and jams. The smaller sizes are primarily used in gift builds, while the larger ones are sold as a pantry essentials.

Sweet Hot Mustard and Honey Pineapple Mustard are long-time customer favorites. Hot Pepper Bacon Jam is another keystone product with a cult-like following.

Our condiments have a variety of uses, are great for grilling, in recipes, and of course, on charcuterie boards.

New flavors or sizes may be added on a seasonal or limited time basis and we continue to develop our product offerings.

Mustards can be considered Keto, but not Gluten-Free or Paleo

MUSTARD OR CONDIMENT VARIETY	1.25 OZ	2.25 OZ	4 OZ	10 OZ
Sweet Hot Mustard				
Honey Pineapple Mustard				
Cranberry Mustard				
Spicy Sriracha Mustard				
Belgian Ale Mustard				
Champagne Dill Mustard				
Spicy Brown Mustard				
Hot Pepper Bacon Jam				
Strawberry Fig Jam				
Sweet & Sour Sauce				
Horseradish Sauce				
Chipotle Ranch Sauce				



Mustards



Sweet Hot Mustard



Key flavor notes:
Bold and tangy mustard flavor

Good to know:
Created specifically to be the perfect match for our Signature Beef Summer Sausage

Pairs with:
Signature Beef Summer Sausage and Smoked Cheddar Blend for a classic, savory bite



Honey Pineapple Mustard



Key flavor notes:
Tart and tangy, slightly sweet from a touch of honey

Good to know:
Our most popular mustard!

Pairs with:
Spicy Beef Summer Sausage and Jalapeño Cheddar Blend for a bite with a kick



Cranberry Mustard



Key flavor notes:
Tangy and sweet with hints of honey, apple, and cranberry

Good to know:
Delicious on a Thanksgiving left-over turkey sandwich

Pairs with:
Sweet & Smoky Turkey Summer Sausage and Farmhouse Cheddar for a sweet and savory flavor experience



Spicy Sriracha Mustard



Key flavor notes:
Blend of tangy mustard and spicy, smoky chilis

Good to know:
Great on ramen

Pairs with:
Spicy Beef Summer Sausage and Jalapeño Cheddar Blend



Belgian Ale Mustard



Key flavor notes:
Classic lightly ground whole grain mustard with a touch of ale.

Good to know:
Not currently available in 10 oz

Pairs with:
Signature Beef Summer Sausage and Smoked Cheddar Blend. Great with brats.



Sauces



Sweet & Sour Sauce



Key flavor notes:

Sweet and tangy, slightly tart Asian-inspired flavors

Good to know:

Only sold as a 10 oz pantry item

Pairs with:

Cubed Signature Beef Summer Sausage in a crockpot for an easy appetizer



Horseradish Sauce



Key flavor notes:

Hot and spicy with zesty horseradish root

Good to know:

Only sold as a 10 oz pantry item

Pairs with:

Grilled 26 oz Signature Beef Summer Sausage as a dip. Great with roast beef.



Chipotle Ranch Sauce



Key flavor notes:

Creamy and subtly spicy with herbs and spices

Good to know:

Only sold as a 10 oz pantry item

Pairs with:

Burgers and nachos!



Elevated Condiments



Hot Pepper Bacon Jam

Key flavor notes:

Roasted red pepper pureed with spicy jalapeños and smoked bacon

Good to know:

- Made with real bacon
- Pour over cream cheese or NY Cheddar Spread for an easy appetizer

Pairs with:

Three Pepper Dry Salami and Jalapeño Cheddar Blend for a savory, spicy bite.



Champagne Dill Mustard

Key flavor notes:

Herby Dijon style mustard with a hint of brightness from the Champagne.

Good to know:

Only available in a 4 oz in gifts

Pairs with:

All-Natural Beef Summer Sausage, and mild cheeses like Mission Jack and Smoked Gouda Blend. Great with fish.



Spicy Brown Mustard

Key flavor notes:

Yellow and brown mustard with a spicier flavor and more coarse texture.

Good to know:

Only available in a 4 oz in gifts

Pairs with:

Any of our summer sausages. Great on brats, sandwiches, and on charcuterie boards.



Strawberry Fig Jam

Key flavor notes:

Figs and strawberries perfectly complement each other

Good to know:

Only available in a 1.5 oz in gifts

Pairs with:

Mild cheeses like Mission Jack and Smoked Gouda Blend



Crackers, Flatbread & Crisps



Crackers

Golden Toasted Crackers

Flavor notes: Crisp and buttery
Sizes: 4.4 oz, 1.5 oz, 1 oz

Olive Oil & Rosemary Crackers

Flavor notes: Crisp and herby
Sizes: 4.4 oz, 1.5 oz, 1 oz

Good to know:

Created specifically to pair with sausage and cheese. Our primary crackers, used in all channels.



Flatbreads

Garlic & Herb Flatbread

Flavor notes: Freshly roasted garlic with a touch of herbs
Size: 4.4 oz

Sea Salt Flatbread

Flavor notes: Crisp with a sea salt finish
Size: 1.9 oz
Component only



Crisps

Cranberry Pistachio Crisps

Flavor notes: Crunchy, sweet with bits of cranberry and pistachio
Size: 1.5 oz
Component only

Fruity Walnut Crisps

Flavor notes: Crunchy, sweet with bits of cranberry, dates, raisins, and walnuts
Size: 1.5 oz
Component only

*Packaging refresh planned for 2025 for crackers and crisps



Nuts

Hickory Farms offers a variety of nuts and nut mixes. Nut samplers are a staple in our retail locations, and spiced and mixed nuts complement charcuterie in our gifts.



Sweet & Salty Nut Sampler

Includes Honey Roasted Peanuts, Milk Chocolate Covered Peanuts, Cranberry & Sesame Nut Mix, Roasted Salted Colossal Cashews, Butter Toffee Peanuts, Traditional Nut Mix.

Good to know:

Top Seller. Available in DR, Retail, and Wholesale



Savory & Spicy Nut Sampler

Includes BBQ Peanuts, Buffalo Hot Peanuts, Everything Seasoned Mixed Nuts, Honey Sriracha Almonds, Sweet 'N Spicy Snack Mix, Traditional Mixed Nuts.

Good to know:

Available in DR and Retail



Cranberry & Sesame Nut Mix

Dried Cranberries, Sesame Sticks, Peanuts, Almonds

Size: 4 oz

Only available in gifts



Classic Mixed Nuts

Salted Peanuts, Almonds, Pecans, Cashews, Brazil Nuts

Size: 4 oz

Only available in gifts



Holiday Spice Almonds

Sweet Cinnamon Roasted Almonds

Size: 4 oz

Only available in gifts



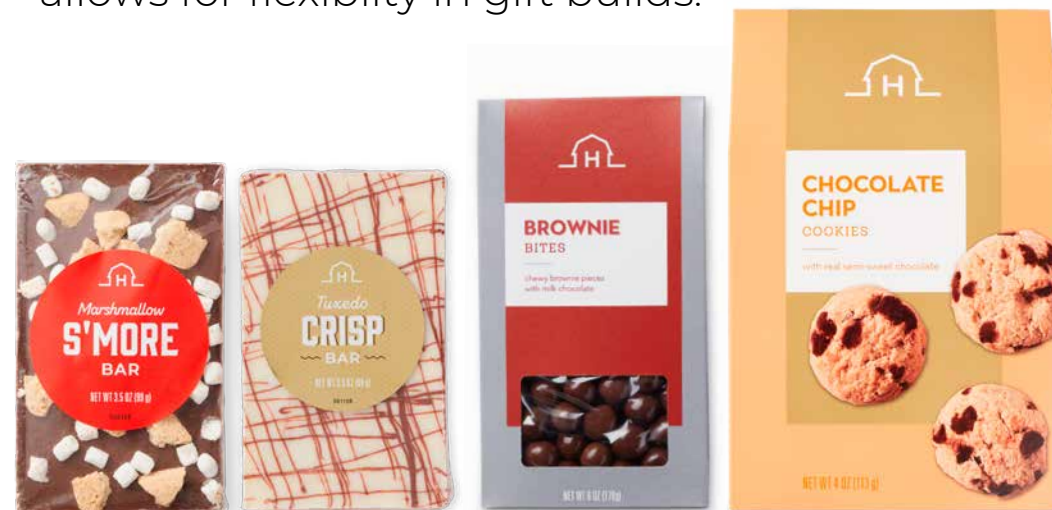
Sweets



While not core Hickory Farms products, we do offer many well-loved sweets, both to complete the gift experience and as add-ons.

Strawberry Bon Bons are a retro candy that have a nostalgic association with our brand and our mints are also long-time customer favorite.

Bars, caramel corn, confections, and cookies all add a bit of sweet indulgence to our gifts. Clean and simple packaging with the H-Barn allows for flexibility in gift builds.





Wine Overview

Hickory Farms has been a licensed winery since our acquisition of California Delicious in 2018. We partner with the small, family-owned San Joaquin Winery in California, who sustainably produces wine for us under our own labels, which we sell online as individual bottles and in our wine gifts.

Selling wine is highly regulated, and there are restrictions on how we can sell it:

- DTC only in our ecommerce channels
- We can only ship out of our Richmond, CA facility
- We can ship our private label wines to 41 states (excluding AL, AR, DE, SD, MS, RI, UT, AK, HI)

All of our private label wine brands are US registered trademarks or in-process of acquiring trademark status.





Wine Varietals

We currently have seven wine labels, with 2-5 varietals under each.

- Aunar = Premium & Elegant
- Generosity = Elevated Everyday
- SunSol = Fun & Attainable
- Contollo = Premium Sparkling
- Bell & Bough = Holiday
- Cheersi = Celebratory Birthday
- Ilo = On-Trend Aesthetic & Varietals

Aunar Cabernet and Chardonnay won gold in the 2023 Sunset International Wine Competition, and Contollo Brut Rosé received a double gold in the San Francisco Chronicle Wine Competition.

Because we don't produce these wines ourselves, we should avoid referring to wines as "ours." Instead, we should reference wines *being produced exclusively for or available exclusively at* Hickory Farms.



Aunar
 Cabernet Sauvignon
 Chardonnay
 Zinfandel
 Pinot Noir*



Generosity
 Cabernet Sauvignon
 Chardonnay
 Pinot Noir
 Rosé Wine



SunSol*
 Cabernet Sauvignon
 Chardonnay
 Sauvignon Blanc
 Merlot
 Red Wine Blend



Ilo
 Red Wine Blend
 Sauvignon Blanc
 Rosé Wine
 Moscato Sparkling Wine
 Brut Blanc de Blanc
 Sparkling Wine



Contollo
 Grand Cuvée Brut
 Sparkling Wine
 Brut Rosé Sparkling Wine



Bell & Bough
 Cabernet Sauvignon
 Chardonnay
 Red Wine Blend
 Riesling*



Cheersi
 Cabernet Sauvignon
 Chardonnay
 Brut Blanc de Blanc
 Sparkling Wine





Container Packaging

The container gifts arrive in can create a strong positive impression for the recipient. Beautiful packaging excites them to open their gift.

In our DR channel, gift boxes \$50 + are packaged in our standard box with brand red lid, our logo in a coated finish, and a neutral gray base. Gift boxes ship inside a branded mailer with our logo, and basketweave pattern. The strong brand presence helps build anticipation for what's inside. Additional messaging on the inside of the lid continues the brand experience while unboxing. Our core gift boxes under \$50 ship directly in a mailer with some skus available to add an beautiful occasion gift box as a up-sell.

Any printed container (gift boxes, baskets, or towers) can be a canvas to add seasonal patterns that create excitement, newness, and increase customer interest and sell-through. Patterns and messaging on the packaging act as gift wrap and card in one. Premium non-printed materials like water hyacinth, wood, and metal are also used for containers, primarily in baskets and crates.

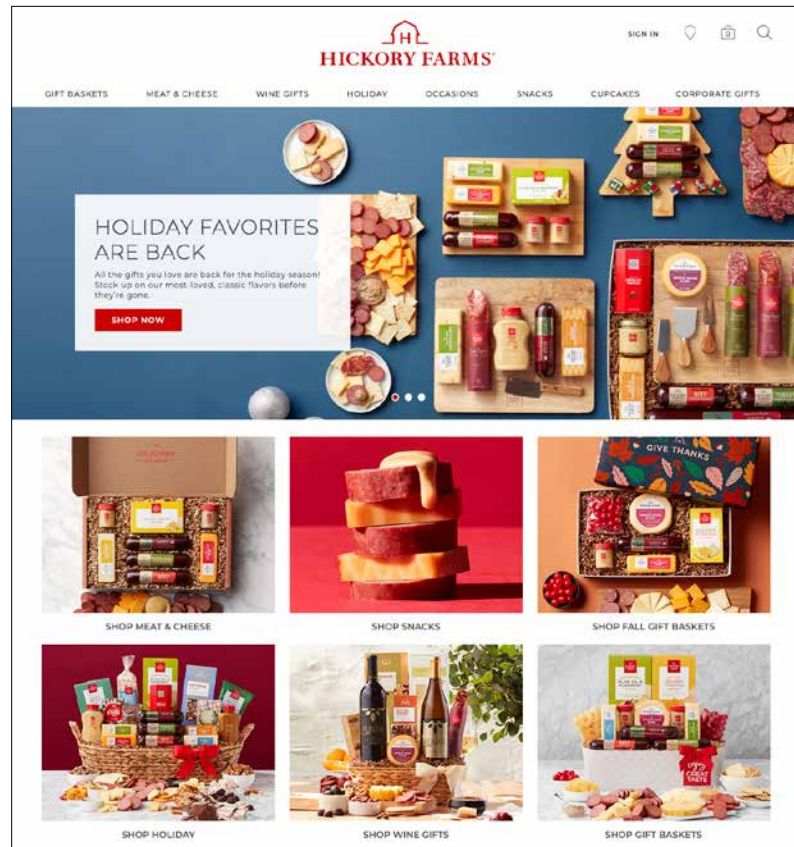




Channel Examples



Channel Overview



HickoryFarms.com Website



Wholesale End Cap



Retail Kiosk

Hickory Farms is a seasonal, multi-channel food gifting brand with sales from wholesale, ecommerce, and seasonal brick & mortar retail.

Founded in 1951, Hickory Farms is a beloved legacy brand with a large, loyal customer base. Known for savory meat and cheese gift boxes, we've expanded our offering since 2017 with three acquisitions in new categories including popcorn tins, wine gifts, and Wicked Good Cupcakes, the original cupcake-in-a-jar.

At ~40% of net sales, wholesale creates a base of efficiency in supply chain and operations and reaches customers in mass, grocery, and ecommerce marketplaces.

Driven by investments starting in 2017 in web technology, digital marketing, and a brand refresh, we outpaced the market growth in the ecommerce food gifting category seen during the pandemic. Net sales from ecommerce have grown 51% from 2017-2023.

Seasonal brick & mortar retail in traditional malls and strip centers creates additional direct-to-consumer distribution during the peak holiday season. Annually the company opens about 250 seasonal retail locations in the U.S. and Canada.

Included in Hickory Farms direct-to-consumer channels is our Amazon business. With a large audience base, it provides platform for experimenting newness and innovation, and creates brand awareness and (re)discovery with category searches.

9% of 2023 net sales came from direct sales to corporate gifting customers, B2B gift distributors, and from our Hickory Farms West business, which includes fulfillment of drop-shipped gifts for ecommerce sites like Costco.com and FTD.com.



Wholesale & Fulfillment

The Wholesale channel provides an economy of scale for the overall Hickory Farms business, with high sales volume in mass merchants such as Target and Walmart, supermarkets, and department stores. The Wholesale business is comprised of in-season gifting, and year-round pantry sold in display shippers and PDQs. The gift packaging is unique for the Wholesale channel and varies by customer. Key customers expect exclusive packaging and/or gifts. Seasonally relevant designs are key for packaging, as is usage suggestion, information on the contents, and nutritional.

We also offer a drop ship assortment of gifts to ecommerce retailers, like Costco.com, FTD.com, and Macys.com through our Fulfillment business. We provide assets to our partners to best represent our brand and improve sell through. These include a product silo, a lifestyle product image, a charcuterie lifestyle image, an NLEA PDP, and product copy.



2024 Walmart Gifts



2024 Target Gifts



Pantry Display Shipper



2024 DIY Kits



Pantry PDQ



Direct Response

Hickory Farms Direct Response channel includes our ecommerce business (hickoryfarms.com) and limited phone and mail. This channel is the most trusted destination for the Hickory Farms loyalist with the widest selection and price points. It is a source for inspiration and discovery for our customers.

Our Direct assortment is the largest and includes a broad selection of pantry essentials and snacks, gift boxes and baskets, wine gifts, and seasonal gifts. The assortment and website are updated seasonally. Our holidays and occasions include:

- | | |
|-------------------|-----------------|
| Holiday/Christmas | Spring/Summer |
| Thanksgiving/Fall | Valentine's Day |
| Game Day | Birthday |
| Father's Day | Sympathy |
| Mother's Day | Thank You |
| Easter | Congratulations |

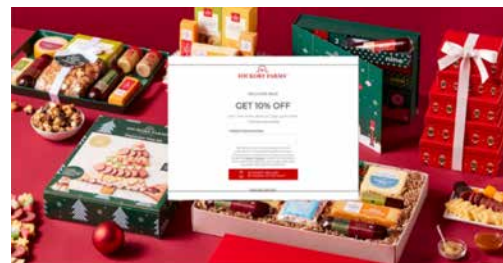
Marketing utilizes a simple, competitive, and compelling promotional strategy that engages the customer. Support for the Direct channel includes homepage and landing pages, email, social, paid, SEO, programmatic, and a holiday catalog.



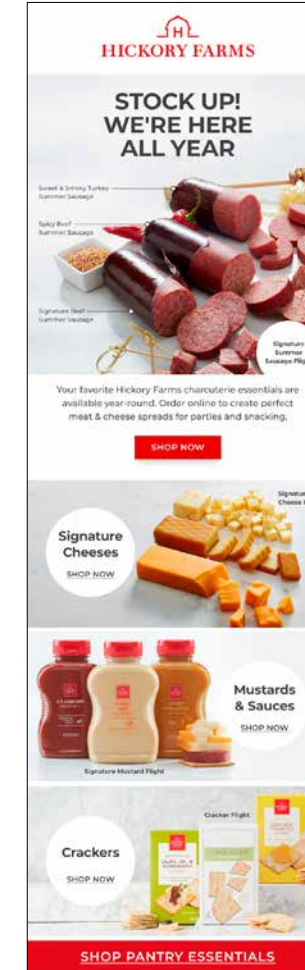
Holiday Catalog Cover



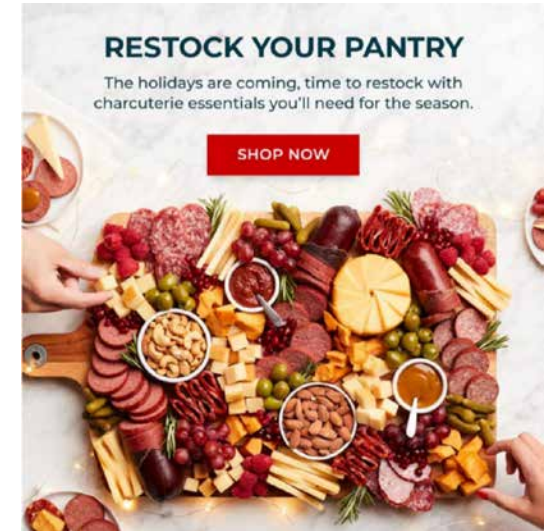
Holiday Gifting Email Hero



Holiday Homepage Overlay



Pantry Email



Holiday Pantry Email Hero



Pantry Paid

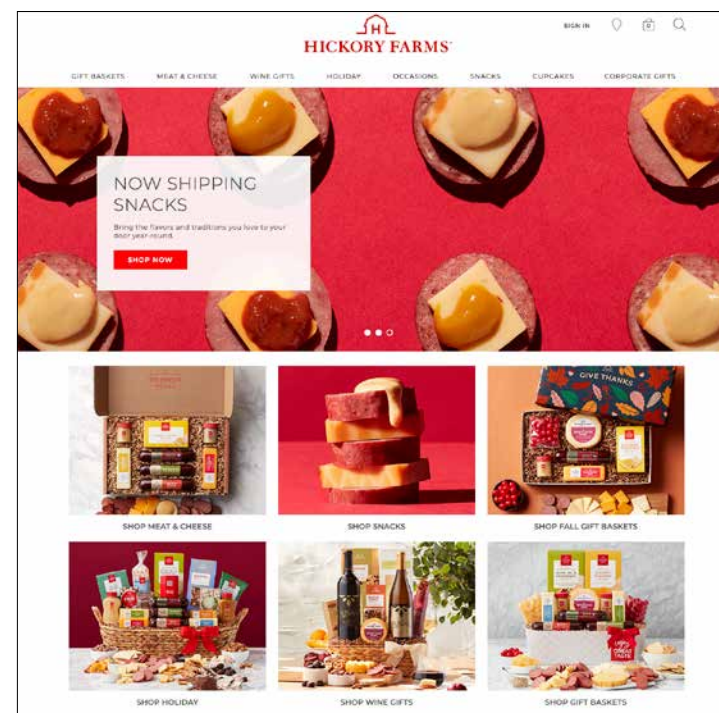


HEADLINE
Just In: Holiday DIY Kits

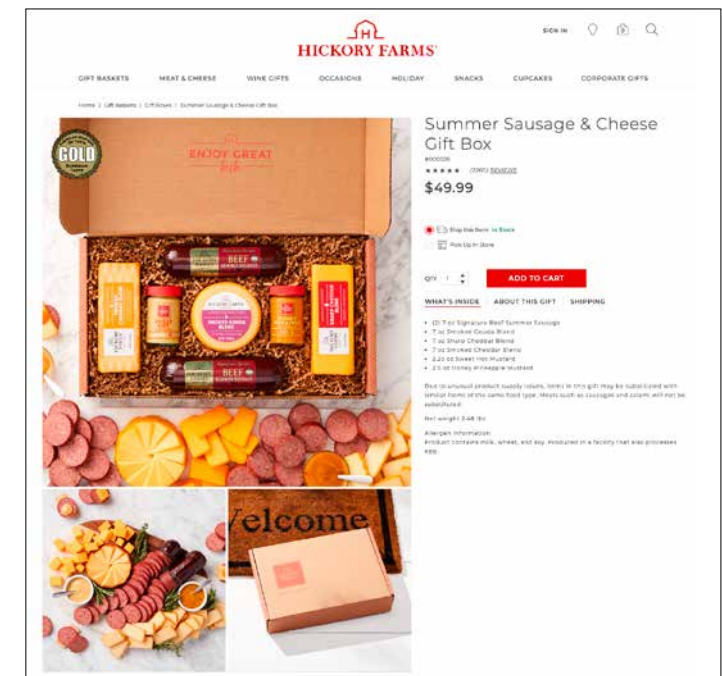
LINK DESCRIPTION
Easy instructions included

AD COPY
These new DIY charcuterie board kits come with everything you need, plus easy-to-follow instructions for the easiest holiday board ever!

Holiday Paid Social



Homepage



PDP Page



Retail

Hickory Farms has over 250 seasonal retail kiosks and storefronts in US and Canada, primarily located in indoor and open-air malls October through December.

The product offering at Retail is a capsule collection of customer favorites and best selling gifts, sweets, and pantry in key price points. It provides our customers a confident shopping experience with expert curation and customer service. For gifts over \$50 the packaging is the same as the gift box used in direct with the addition of a belly band to provide the consumer information on the contents, nutritionals, and to create visual separation between gifts. For gifts under \$50, the mailer used in Direct is replaced with a hinge box to meet the same criteria as stated above.

The main kiosk configuration currently in use is the Kiosk of the Future (KOF) which includes digital signage. In-line mall storefronts and off-mall stores utilize a temporary fixture set.

Our future aspiration for our Retail channel is to create a flagship destination that evokes the joy of the holidays, and includes an amazing in-store experience with sampling, and 5-star customer service with a community of brand advocates.



Kiosk (KOF)



Belly Band on Signature Red Gift Box



Off-Mall and In-line Mall Pop-Up Stores



Hinge Boxes



Corporate Gifting

Business to Business (B2B) gifting is a channel where companies come to us to purchase gifts for their own customers, clients, or employees. For example, a realtor ordering housewarming or thank you gifts for their recent homebuyers.

We have a dedicated team of Business Gifting Specialists who help B2B customers select their gifts, provide top-tier customer service throughout the entire experience, and do outreach and prospecting activities to grow their customer base. Our Corporate Gifting channel also supports personalization options for gifts, such as notecards and hangtags.

Our corporate gifting channel also includes online marketplaces which offer a selection of gifts to their customers.

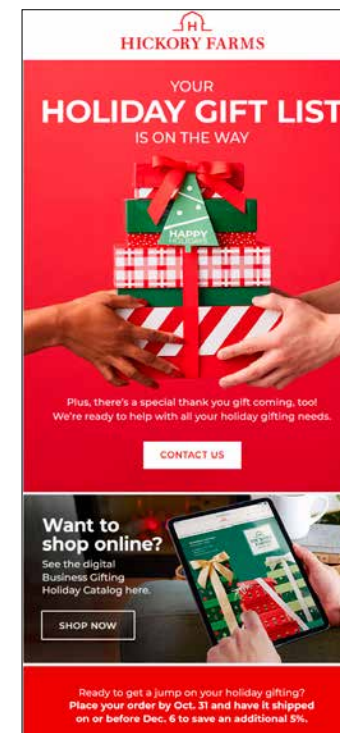
The B2B assortment is a subset of our Direct Response assortment.



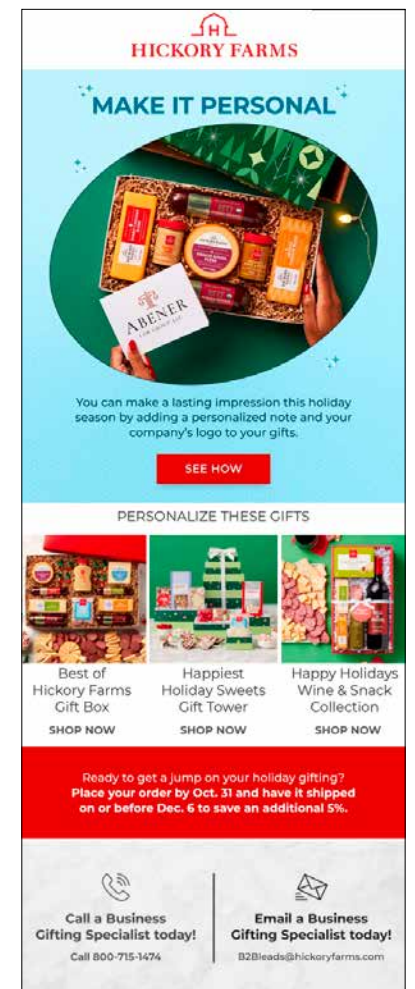
B2B Catalog Cover & Inside Spread



B2B Pitch Deck Pages



B2B Email Examples





No Kid Hungry

Hickory Farms has a charitable partnership with No Kid Hungry, and supports their mission of ending childhood hunger in America. Since 2008, Hickory Farms and their customers have helped donate over \$8.5 million to provide healthy meals to kids in need through the sale of select products.

With each purchase of a Hickory Farms Give Back Gift Box (#012528 and variations) we contribute \$5 to No Kid Hungry.

Customers can also choose to contribute \$1 or more during checkout online or at Hickory Farms kiosks.

Relevant marketing materials display the No Kid Hungry logo, communicate the organization's messaging that every dollar donated can connect a child to 10 healthy meals, and are vetted by the organization prior to use.



No Kid Hungry logo



Give Back Gift Box PDP images

Give Back Gift Box PDP copy

Give a gift that's delicious and gives back to a great cause. Childhood hunger is a solvable problem, and Hickory Farms is helping kids reach their full potential by supporting No Kid Hungry. Help us give the gift of food to kids living with hunger. For every Gift Back Gift Box purchased, we'll donate \$5 to No Kid Hungry to help end childhood hunger in America.



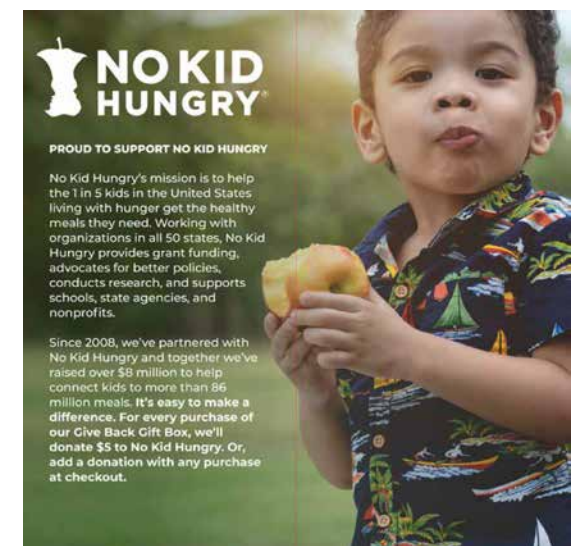
Email



Retail Gift Box Belly Band



Retail Signage



Retail Wall Signage



Addendum





Company Timeline



1951

Hickory Farms was founded by Richard Ransom in Ohio after selling hand-crafted cheeses at local fairs and markets.



1956

Original beef stick debuted, which later became our Signature Beef Summer Sausage.



1959

First retail store opened in Toledo, OH selling our signature sausages & cheese.



1981

Over 1,000 Hickory Farms stores and seasonal kiosks were opened in the United States and Canada.



2008

Launched partnership with No Kid Hungry to help end childhood hunger with donations on purchases of select gifts.



2018

California Delicious acquisition marked our expansion into the wine gifting space and new categories in our product line, leading to 30% growth in offseason YOY.



2019

Hickory Farms completed rebrand, modernizing the brand aesthetic, and grows presence online.



2021

Wicked Good Cupcakes joined the Hickory Farms family of brands.



Glossary

Selling Seasons

In-Season / Season = Also known as Q4. October 1 - December 31. Our primary selling season, comprises over 85% of annual net sales.

Off-Season = Also known as Q1-Q3. January 1 - September 30. Includes Spring, Summer, Valentine's Day, Easter, Mother's Day, and Father's Day.

Business Channels

B2B = Business-to-business, also called corporate sales. The end consumer is sent the product as a gift from a business who works through a corporate sales team to place the order.

DTC = Direct-to-consumer is a business model where goods are sold directly to the consumer through owned channels (ecommerce, retail). Example: hickoryfarms.com; wickedgoodcupcakes.com; Hickory Farms retail kiosks

DR / Direct = Direct Response, our ecommerce business. Primarily hickoryfarms.com, but also the declining phone and mail business.

Retail = Brick & mortar stores or other physical location. Example: Off-Mall, In-Line Stores (storefronts), Mall Kiosks, etc

Wholesale = Selling goods to a customer (store) where they take possession of inventory and sell to their end consumer in their retail or ecommerce channels. Example: Target, Walmart, Kroger, etc.

Fulfillment = Selling goods through another party's ecommerce channel, where orders are drop shipped (fulfilled on demand) from our warehouse to the end consumer. Example: Macy's, FTD, Costco

Distribution Centers

JT = Hickory Farms Distribution Center in Joliet

HFW = Hickory Farms West, our Richmond, CA facility



Glossary

Product Specific Terms & Acronyms

Appellation = place where wine is from, can be broad or more specific (California, Napa Valley, etc.)

BOM = Bill of materials (what's inside each gift)

BSS = Beef Summer Sausage

Components = items that comprise a gift

Customization = ability to select components that comprise a gift

Finished Good = built gift, sellable sku

LOI = List of ingredients, included on nutritional labels

NLEA / NFP = Nutrition Labeling & Education Act (aka requirement to put nutrition labels on food) / Nutrition Fact Panel. Often used interchangeably

PIM = Product Information Management (the document where all of the product information lives)

Personalization = ability to add a personal message and/or select occasion packaging (card, etc.)

Private Label = items manufactured by another company, but with the seller's brand or packaging

Retentive = Non-consumables; non-edible gift components, such as cheese knives, spreaders, trays, baskets, mugs, or candle.

Varietal = type of wine (Cabernet Sauvignon, Chardonnay, etc)

Vintage = year in which wine was made

Other Commonly Used Acronyms

BNSL = Buy Now, Ship Later

BOPIS = Buy online, pick up in store; also known as free in-store pickup

BYOG/BYOB = Build Your Own Gift/Board/Box (retail promo)

FSNM = Free shipping no minimum

KOF = Kiosk of the Future. The current kiosk model that debuted in 2017. There is a 2016 version but the digital screens are vertical.

PDP = Product description page

PDQ = Pretty Darn Quick (display tray that ships already assembled and can quickly be set up on a shelf). Cover to PDQ is an HSC (bottomless box).

NKH = No Kid Hungry