

Fromm Family Tradition

A new state-of-the-art factory and product introductions demonstrate Fromm Family Pet Foods' continued commitment to pet nutrition and health, reports Tom Nieman, president.

Pet Business: Fromm Family is indeed a family affair. Tell us a little about how the company came to be.

Tom Nieman: The Fromm Family has a long history of not only perfecting the art of, but also understanding the science behind, achieving superior animal health and nutrition. From the very beginning, our commitment to animal health has been more than a business—it's our passion. From introducing the first commercially available canine and feline distemper vaccine in 1939 to pioneering the process of cooking meat and grain together to produce the first all-granular pet food, our family has maintained a tradition of quiet innovation in the area of animal health and nutrition. As the fourth-generation member of the family, I am honored to continue this tradition.

As for future generations being active in the family business, my son Bryan, representing the fifth generation, is extensively involved in graphic design and marketing, as well as managing the IT for our company. My wife is integral in running the business, and my mother—at age 80—still lends a hand in the office. Our employees are very loyal and dedicated, and we consider them a very important part of our extended Fromm Family.

After 100 years of commitment to animal health and nutrition, we are proud of our latest line of Four-Star Gourmet Pet Foods. Today, our Four-Star artisan line offers pet owners unsurpassed quality and variety of hand-crafted meat entrées made with fresh vegetables delivered daily to our manufacturing facility.

PB: There are a lot of exciting things happening with the company right now. What are the highlights?

Nieman: After numerous successive years of impressive growth, we will soon open our state-of-the-art manufacturing facility in Columbus, Wis., just outside Madison. This new facility allows us to meet and grow our distribution needs, as well as freeing up our existing Mequon facility for future

product development. We hope our investment in the factory shows that we remain committed to the business and the

quality of our food, as well as our long-standing relationship with independent retailers. This new factory is another way to say, "We're not going anywhere, and we are proud to invest in our business and the people who helped build it"

We are also very excited

to continue to add new products to our Four-Star Nutritionals line. This past fall, we introduced our seventh recipe, Grain-Free Beef

Frittata Veg—our first dry beef recipe for dogs. It has done remarkably well at retail, which inspires us to cook up a few more new recipes in 2011.

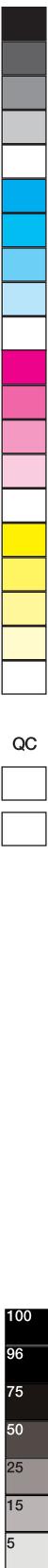


PB: What is the current status of the premium pet food market? Is it going strong?

Nieman: Growth in the premium pet food market is still going strong. Pet parents are more informed than ever. It's no secret that pets have taken a more prominent place in the family. People are willing to spend more and shop more wisely for their animals. Pet parents are knowledgeable about nutrition, as well as trends. This higher level of pet parenting challenges our brand to remain innovative and motivates us to continue to create new and better products.

PB: What can we expect from Fromm Family in the future?

Nieman: We will continue to develop ultra-premium natural foods and will not stray from the quality levels we have established. I plan to remain very hands-on in the business as our team creates even more innovative and wholesome recipes for dogs and cats. I am fortunate to work side by side with my family and our many dedicated employees. When the day comes that I am forced to slow down, I hope that my children will continue to own and run this business that has been a life's calling, as well as the livelihood for my family and our dedicated employees. **PB**



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