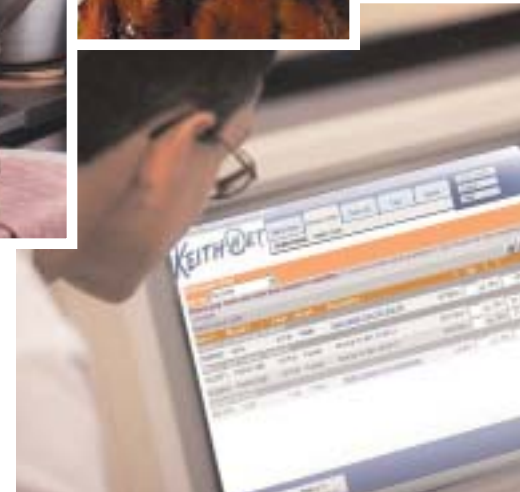


# Delivering **CHOICES** customers know...



...and prefer!

**BEN E. KEITH**  
Foods

# Our Mission

Strive to be a company in which business systems are only tools, and bricks and mortar only means to an end. A company that exists to provide employees an opportunity to achieve their personal goals. A company that exists to serve our customers. A company that exists to allow our business partners to share in our vision and the benefits of achieving our mutual goals.



# Providing Quality...



The Ben E. Keith Company is a full-service partner—to its customers of food service products; to its employees. Its business is driven by an in-depth understanding of what the customer needs. Distributor Service Representatives (DSRs) are trained to help first, sell second. There are no problems. Only solutions. For Ben E. Keith customers, the value can be seen in the food they serve and counted in the bottom line.

Since 1906, the company has built its reputation on service. Its growth, in good times and lean, has been solid. Throughout the industry, its stability—financially and as an employer—is considered remarkable. Ben E. Keith people stay put. So do their customers, because whether it's the driver on the truck, the long-time DSR on the account or the president of the company, Ben E. Keith knows its customers and knows how to deliver success.



Ben E. Keith is a company that is focused on doing the right thing – whether it is with their customers, their employees, or in the community. It is a pleasure to do business with a company that has such high ethical and moral standards.



***Patrick Mitchell***  
Food & Beverage Manager  
Marriott Quorum Hotel  
Addison, Texas

## Delivering Value

# Working as Partners...

Regional needs and tastes are met through six warehouses strategically located to serve Texas, Oklahoma, Arkansas, New Mexico, Louisiana, Kansas, Missouri, Tennessee and Colorado. Capitalizing on industry affiliations such as Markon Cooperative, UniPro Foodservice and the Distribution Market Advantage, Ben E. Keith offers customers national brand, as well as its own exclusive brand, products. DSRs provide business insights, gleaned from product research and company training programs, tailored to their customers' specific operations.



Ben E. Keith Foods has been reliable in all of our business dealings. We are kept up to date on all food trends and markets. If we can't buy it from Ben E. Keith, then we probably don't need it.

***Renate Mabry***

Owner

Chester's Hamburgers

San Antonio, Texas

The first Ben E. Keith deliveries were made by a mule-drawn wagon. Today, Global Positioning Satellites pinpoint orders from the company's dock to the customer's receiving door. Scanning software on forklifts read pallet tags ensuring order fulfillment. Quality and food safety are under constant scrutiny. Produce and frozen foods are carefully monitored as they progress through the Ben E. Keith cold chain, a climate-controlled environment that extends from receiving, storage, to the shipping dock, onto the truck. The trucks are zoned by temperature for frozen foods, fresh meats, produce, and canned and dry goods, not only to secure safe handling, but efficient delivery to the customer.



As technology advanced and the computer became indispensable to the business owner, Ben E. Keith has kept pace with easy-to-access and use customer order entry systems.

- KEITHcom® PLUS turns a PC into a Windows-based ordering tool.
- KeithNet® puts the customer online anywhere there is an internet connection.

Ben E. Keith also offers programs, products and special services designed to meet customers' specific needs. Among these are:

- MenuManage® – Seasonal menus and recipes for cost-effective, quality food service.
- KEITHclean™ – High performance dish machines and super performance cleaning products.
- KeithCare™ – Answers needs of food service segments, such as hospitals, retirement and daycare centers.
- Practicefoodsafety.com™ – A Web-based food safety management system.

Every service innovation, every new product introduced, every helpful idea passed along, is in support of one long held business practice—Ben E. Keith delivers choices customers know and prefer.

I have found that honesty, professionalism and customer satisfaction are the benchmarks of success with Ben E. Keith Foods.

***Buck Townes***

Director of Purchasing /  
Culinary Development  
Rib Crib Corporation  
Oklahoma City, Oklahoma



# Taking Service to a New Level

# Building a Business

Benjamin Ellington Keith's business career began with a job as a driver for a local produce company in Fort Worth, Texas. It was 1906. By 1918, he was the controlling partner and well on his way to building what would become the ninth largest broad line food distributorship in the United States. Ben E. Keith was a true innovator, always among the first to employ the latest technology in food wholesaling. But he understood that people are the business. Many are customers and they deserve the best possible service. Others are employees and his concern for them led to the establishment of the first pension and profit-sharing plans in the country. A patriot, Ben E. Keith worked tirelessly in support of two World Wars. In peacetime, his efforts turned to his community, in support of his friends, his neighbors, his people. The Ben E. Keith Company is the living legacy of a remarkable man.



deliveries are seamlessly incorporated.

Acting on information mined from databases, the company hones in on specific markets, growing their business, but never losing the people touch—that Ben E. Keith difference.

Service is a function that Keith [is] equipped to deliver in spades.

***Institutional Distribution***

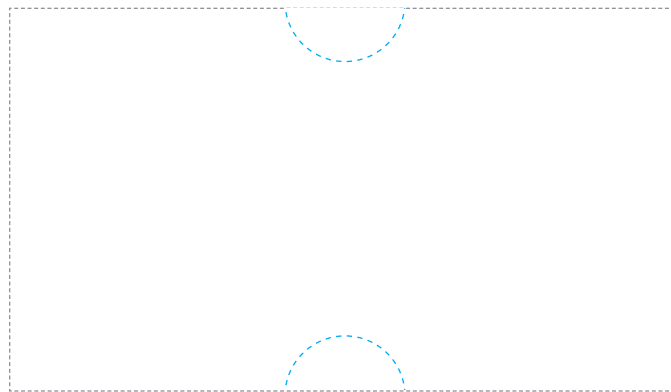
August 1989

# Leading an Industry

The Ben E. Keith Company has long been considered a leader, offering extraordinary levels of service and quality to its foodservice customers. DSRs' in-depth training has increased their industry knowledge, making them valued consultants to their customers. Emerging technologies that help speed

In 1989, the company's leadership role was formalized when it was named a Great Distributor Organization. Then, in recognition of the fact that you can improve on perfection, the company took the coveted 2002 ID Innovator of the Year.

From the earliest part of the 20th Century, and now into the 21st, Ben E. Keith has been a constant—delivering the choices their customers know and prefer.





**BEN E. KEITH**  
Foods

General Office  
7600 Will Rogers Blvd.  
Fort Worth, TX 76140  
800-749-9171  
[www.benekeithfoods.com](http://www.benekeithfoods.com)