



## A TASTE OF BURKE—FACT SHEET

**Who we are:** Burke is a leader in pizza toppings and fully cooked meats.

**What we do:** Burke manufactures and markets fully cooked meats to be used as ingredients by restaurants, foodservice establishments and manufacturers of prepared foods. Product lines range from traditional pizza toppings and meatballs to Mexican-style and breakfast meats. Burke specializes in custom solutions, including both private labels and custom formulations. Additionally products are widely distributed under the company's own PREMORO®, MAGNIFOODS®, TEZZATA® and NATURASELECT® brands. Not only are Burke meats sold coast to coast in the U.S., but also they are exported to Canada and other markets.

**Our history:** In 1974, the Burke family sold its frozen pizza line, changed the name of the company to Burke Marketing Corporation and began to produce custom meat pizza toppings. Outgrowing its original facility, Burke moved the major production line to its current site in 1984. Since that time, the company has continuously updated with multiple expansions, implementation of new technologies and the introduction of new product lines. In 2007, the company was purchased by Hormel Foods Corporation.

**Key statistics:**

- Greater than 35-years experience in the fully cooked topping business
- More than 2,000 customers served
- More than 350 employees
- Centrally located in the United States for access to raw materials and major transportation routes

**We are committed to:**

- Safety
- Customer service
- Product quality and consistency
- Innovation and product development
- Employee development
- Corporate citizenship
- Growth and expansion

### **Capabilities:**

- Primary product capabilities: meat toppings and fillings, meatballs, shredded meats, chicken strips, gravies and sauces, cured meats
- Expertise in private labeling and custom formulation
- Established flexible manufacturing processes

### **Key benefits of fully cooked meats:**

- Food safety—Never worry about the dangers associated with raw meats
- Consistency—Always the same flavor, size and appearance
- Convenience—Simply open a bag, measure or weigh only the amount you need, and add to recipes without waste
- Labor friendly—No extra labor, additional training or clean-up

### **Burke brands:**

- *Hand-Pinched Style®*: unique premium fully cooked topping, defined by the craggy, irregular appearance of raw meat that has been directly applied to a pizza; available in beef or pork sausage
- PREMORO® Italian-style meats: Italian sausage, pork sausage and toppings, beef toppings, Italian-style meatballs, pepperoni and link sausages
- MAGNIFOODS® specialty meats: meatballs, chicken breast strips, beef strips, breakfast sausage patties, sausage gravy, Canadian-style bacon, diced ham, ham shank roll and bacon pieces
- TEZZATA® Mexican-style meats: beef and pork Mexican-style meat crumbles and fillings; chorizo pork toppings; shredded seasoned beef, chicken and pork
- NATURASELECT® organic and natural pizza toppings: Italian sausage, seasoned ground beef, Canadian-style bacon and pepperoni
- Private label products available for foodservice operators and distributors

### **How to get Burke products:**

Our top-quality meats are found under the Burke labels or private labels and are carried by regional and national foodservice distributors. Formulations include standard recipes or custom blends requested by customers. Minimum order quantities apply.

### **Burke is an industry leader in:**

- **Food Safety**
  - ◇ Operating under USDA inspection, Burke ensures food safety with HACCP plans
  - ◇ Registered with the FDA in compliance with the Bioterrorism Act of 2002

- ◇ High marks on all aspects of food safety program from independent auditors
  - ◇ Meet or exceed government and industry food safety standards
  - ◇ Latest in food safety technology to prevent cross-contamination
  - ◇ Traceability programs for ingredient sources
  - ◇ Validation of cooking and cooling processes to achieve consistently low microbial levels and products that are free of pathogens
  - ◇ Microbiological testing of food contact surfaces and the plant environment prior to and during operations to assure cleanliness
  - ◇ Separation of raw and cooked products at all times
  - ◇ Dual-stage metal detection and bone removal systems
- **Worker Safety**
    - ◇ Meet or exceed OSHA standards to ensure employee safety
    - ◇ Incident Rate lower than the national and Iowa average for NAISC code 311612
    - ◇ 2007 Safety Award from the Iowa-Illinois Safety Council
    - ◇ 2006 and 2007 Award of Certificate for Employee Safety from the American Meat Institute
    - ◇ Active Employee Safety Team
    - ◇ Employee recognition for meeting safety milestones
    - ◇ Evaluation of all injuries and near misses for development and implementation of solutions to prevent future occurrences
    - ◇ Automatic External Defibrillator is available at the facility in case of medical emergency
- **Product Development and Customization**
    - ◇ Experienced technical staff in research and development lead Burke's new-product engineering processes
    - ◇ Average sample turnaround time and product approval rate are some of the best in the industry
    - ◇ Expertise in flexible manufacturing ensures that customers get the products they need
    - ◇ Extensive experience in managing all aspects of private labels

**Facilities:**

- ◇ Corporate office, main production facility, and warehouses
  - Location: Nevada, Iowa
  - 2 oven lines, 1 kettle-cook operation
  - Slicing / dicing operation

**Recent expansions:**

- 2004 – Expanded production capacity; improved efficiency in freezing, packing and distribution; and created a fully automated clean room
- 2002 – New addition with additional dock and freezer storage space, plus shipping office
- 2001 – Clean room added; production capabilities expanded and distribution facilities improved

**Leadership:**

William J. Burke Jr.	President
Thomas Burke, CPM	Vice President Purchasing
Douglas Coopridner	Vice President Sales & Marketing
Casey B. Frye, Ph.D.	Vice President Research & Development
John C. Olson	Vice President Technical Services
David J. Weber	Vice President Operations

**For more information:**

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