

GEORGE'S<sup>®</sup>

# Get to know us.

A look into our history, values, operations, product offerings, and capabilities

August, 2023

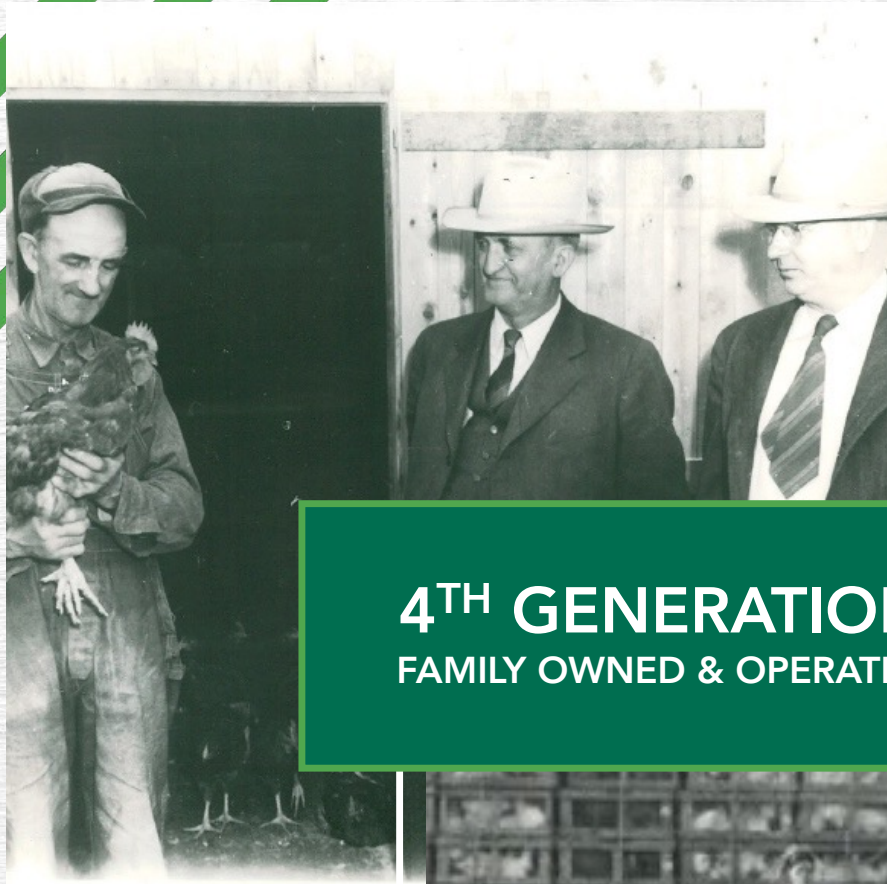
Publix<sup>®</sup>





# A Century of Innovation. A World of Capabilities.

George's has been shaping our industry for 4 generations. Over the last 100 years, we've been a leader in culture and innovation, all while maintaining lasting relationships and producing quality proteins for any occasion you can imagine.



**4<sup>TH</sup> GENERATION**  
FAMILY OWNED & OPERATED



## 1920s – 1930s

- ☑ C.L. George established a general store where his principles of quality and great service took shape. He began to focus on hauling live chickens and produce and formed the Farmer's Produce Co. in Springdale, AR.



# A Century of Innovation. A World of Capabilities.

## 1940s – 1960s

- ☑ The family business grew into a vertically integrated poultry business. Gene George took over as president in 1969 and the company became George's Feed and Supply.

## 1970s – 1990s

- ☑ Gene's son Gary was named President and COO in 1980 and CEO in 1994. The company expanded its broiler and egg business significantly. Carl and Charles George joined the family business in 1997.





## The future is bright.

We are proud of our history, and it inspires what we do today. In 2013, George's, Inc. named Gary's sons, Carl and Charles George, as Co-CEO/Presidents to lead innovation and future growth.



## And only getting brighter.

The company continues to thrive. In 2018, George's, Inc. acquired Ozark Mountain Poultry, Inc. to offer consumers affordable no antibiotics ever and non-GMO poultry products.

George's is now the 7<sup>th</sup> largest vertically integrated chicken producer by head in America.

**Leading the industry for  
many generations to come.**





# Foundations of Sustainability

- Since our founding in the 1920s we've held true to our generational values of good people, hard work, and honesty.
- Through planned growth, strategic acquisitions and diversification, our fourth-generation company continues to look to the future.
- In everything we do we proudly stand firm on our **Pillars of Sustainability**:

- 1 – Animal Health & Welfare
- 2 – Food Safety/Wholesomeness
- 3 – Environment
- 4 – People
- 5 - Community



# Culinary Innovation

At George's, we place a high value on innovation in both foodservice and retail. Our team constantly explores the latest culinary research, shopper insights, and development trends allowing us to partner with our customers to design craveable, insight-driven food that is on-trend, will help differentiate you from your competition, and will keep your consumers coming back for more.

## Custom Products

We can work with your R&D/Chef and Buying teams to provide solutions for your custom product needs no matter what channel they fall into.

## Time to Innovate

We can help with ideas for:

- 💡 New cuts
- 💡 Packaging trends
- 💡 Labor savings
- 💡 Menu development



We would love the opportunity to help differentiate you from your competition. Here's how we can help:

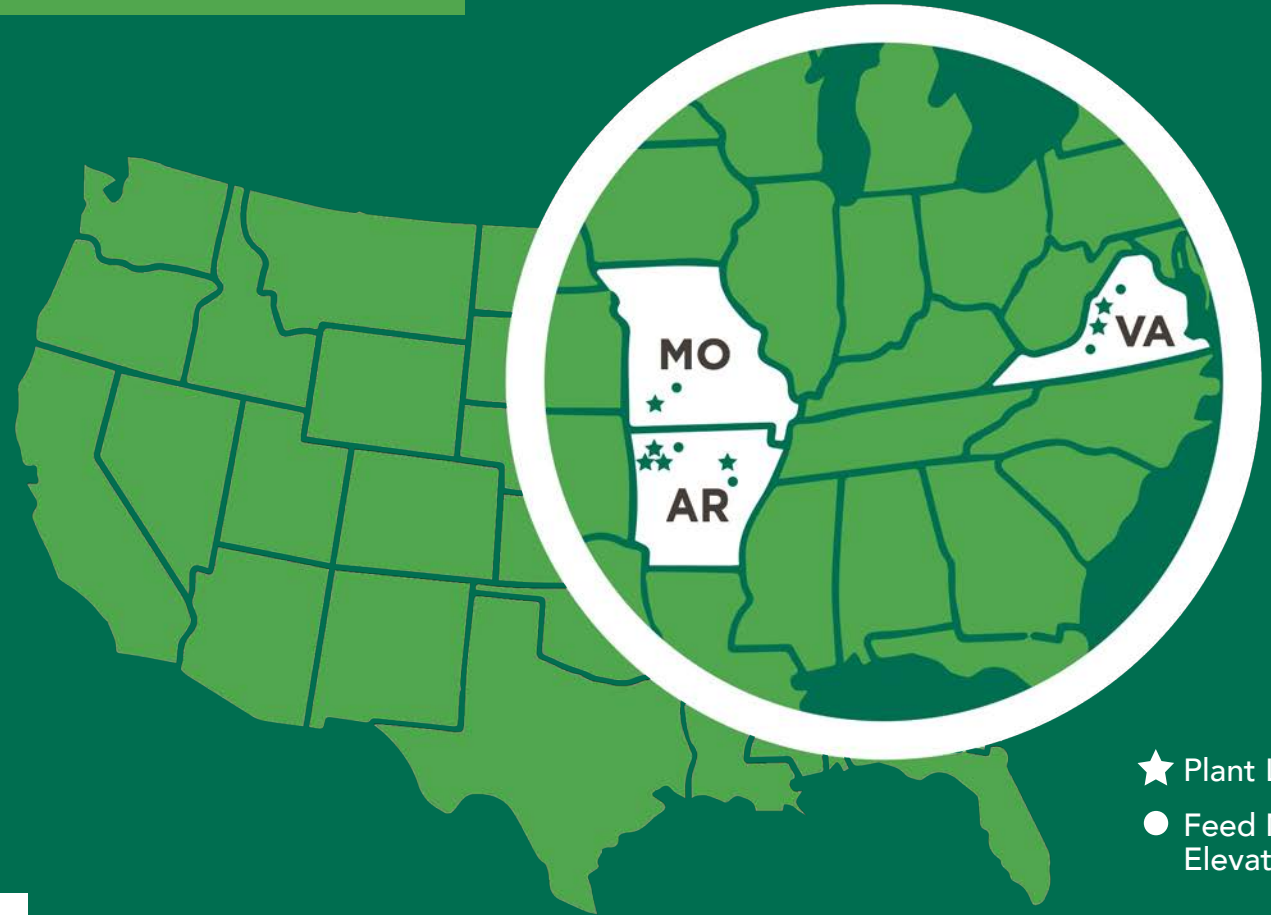
- Building trust and partnership to become a true extension of your team
- Working alongside you to identify pain points in your operation
- Creating innovative solutions that have meaningful impact
- Looking ahead to identify potential market obstacles and providing solutions before a problem arises





# Plant Locations

7 Production Plants



- ★ Plant Location
- Feed Mills/Grain Elevators

7k Team Members



# A world of capabilities.

From par fried items to custom-made products, we produce several top-selling items for some of the nation's top foodservice brands.





FOODSERVICE



## Par Fry & Breaded

On-trend food that will keep your customers coming back for more. We produce par-fried, breaded and marinated frozen products in the following options:

- 8 & 9 Piece
- Boneless & Bone-In Wings
- Portioned & Sized
- Chopped & Formed
- Tenders & Strips
- Popcorn Chicken
- Breaded Filets



## Whole Rotisserie Chicken

George's produces delicious insight-driven Rotisserie Chicken for supermarkets that your consumers will crave. We also offer the following options for your rotisserie chicken needs:

- Trussing
- Injection
- Flavor/Seasoning



# Brands that meet needs.

From retail to private label, we have the capability to craft what you're looking for, whether you choose from our portfolio of brands or work with us to create something special for you.



Our flagship retail brand offers premium, tender non-GMO chicken at reasonable prices.



Our house brand offers a selection of individually frozen chicken in a variety of different cuts.



## Private Label Brands

We can create custom private label brands that are tailored to your needs. We handle everything from the brand creation, packaging, and distribution.





RETAIL



# Breasts, Wings, and Leg Quarters

Our all-natural chicken breasts, chicken wing sections, and leg quarters are processed to be juicy and flavorful. They come in premium, retail-ready packaging that makes them easy to open and convenient to cook. Leg quarters are available in both fresh and frozen.





# Tray Packs

Our naturally aged-on-the-bone chickens make juicy, incredibly tender products to satisfy consumers of all tastes.

- ✓ Thin-Sliced Breasts
- ✓ Breasts
- ✓ Tenderloins
- ✓ Thighs
- ✓ Drumsticks





RETAIL



## Whole Chicken WOG

Fresh whole chickens are a mainstay in kitchens everywhere. Our naturally aged-on-the-bone process produces an incredibly juicy, tender product.

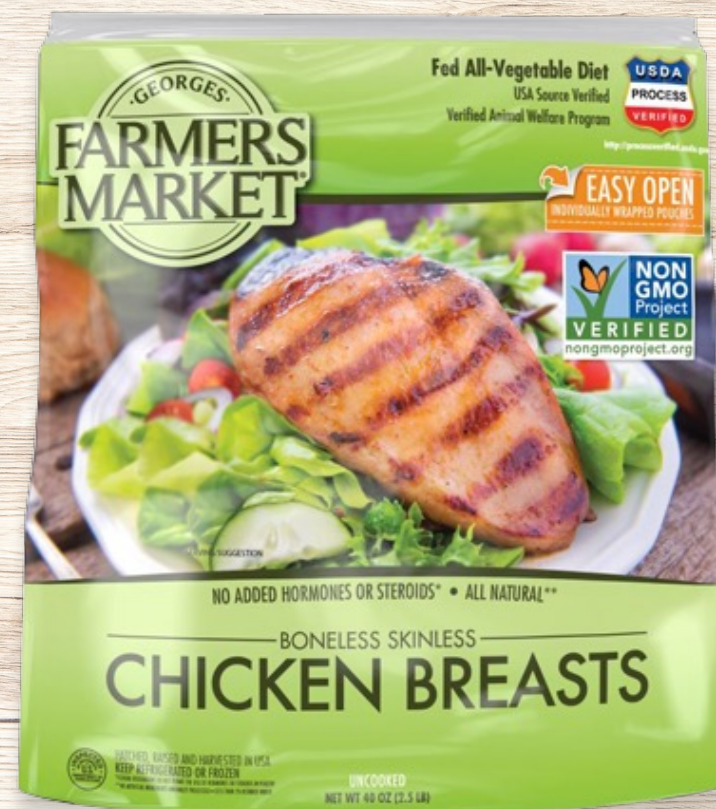




RETAIL

# Frozen Individually Wrapped Breasts

Our naturally aged-on-the-bone chicken breasts are individually wrapped for convenient cooking. Packed in easy-to-open, resealable bags that preserve juiciness and prevent freezer burn.







# The Georges Advantage

We grow USDA process-verified chicken, right here in America. Food that is non-GMO—raised with no antibiotics ever, no hormones or steroids, no animal by-products, or anything else nature didn't make. We offer great, health-friendly benefits at a price that'll make you smile.

**A difference you can taste.**



**GEORGE'S**



# A Case for Non-GMO

We grow USDA process-verified chicken, right here in America. Food that is non-GMO—raised with no antibiotics ever, no hormones or steroids, no animal by-products, or anything else nature didn't make. We offer great, health-friendly benefits at a price that'll make you smile.



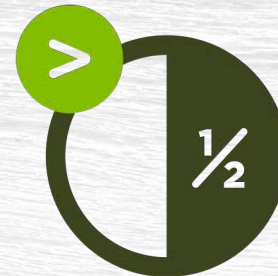
**40%**  
of consumers view non-GMO products as **healthier** than identical products made with GMOs



**92%**  
of frequent organic chicken purchasers are **likely to purchase** premium non-GMO, non-organic chicken if it were **30-40%** cheaper than organic



**87%**  
would be more likely to purchase a non-GMO, grain-fed fresh chicken product if the grain was **grown in the USA**



**More than half** of the consumers who are not normally organic chicken purchasers are **likely to purchase** a premium non-GMO chicken



# A difference you can taste.

We believe natural diets with NO antibiotics, GMOs, animal by-products, steroids and hormones, together with humane treatment, results in healthier food for your family.

We raise delicious chicken with all the attributes expected of a premium protein, at an affordable price while doing our part to leave the world better than we found it.



GEORGE'S





# Our Farmer Partners and Feed Sourcing



OVER  
**130**  
FARMERS

## Our Farmer Partners

We partner with over 130 farmers across Arkansas.

Generational family farms are very important in America. We value the independent farmers who we contract with to raise our chickens with the same dedication to consistency, quality and animal welfare that we value.



65  
GRAIN  
FARMS

## Feed Sourcing

We partner with 65 non-GMO grain farms.

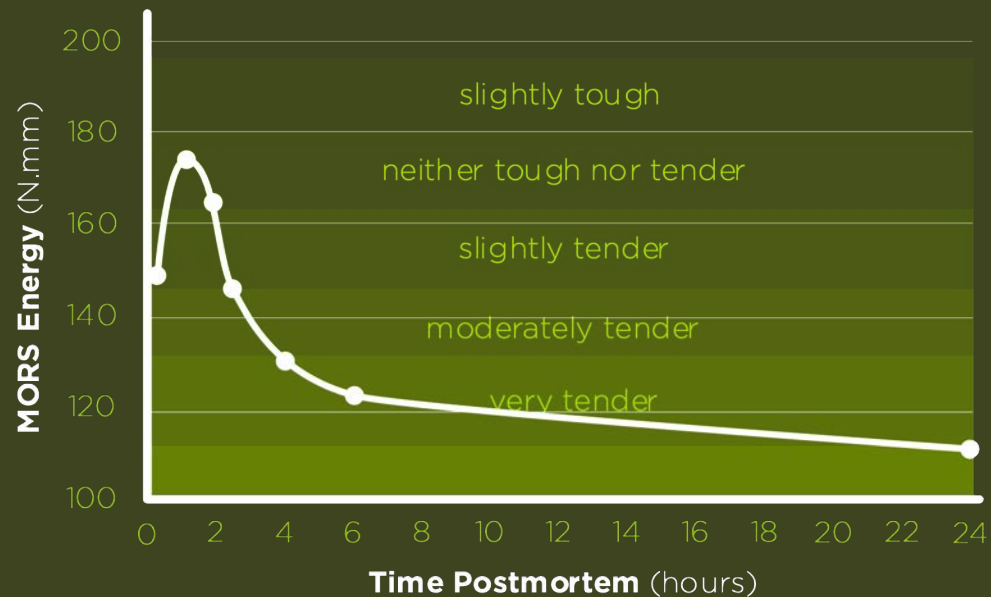
We take the extra effort to partner with corn and soybean farms who grow non-GMO crops to feed our chickens. Using domestically-sourced feed means we can 100% source verify our grain while also supporting American farming families.



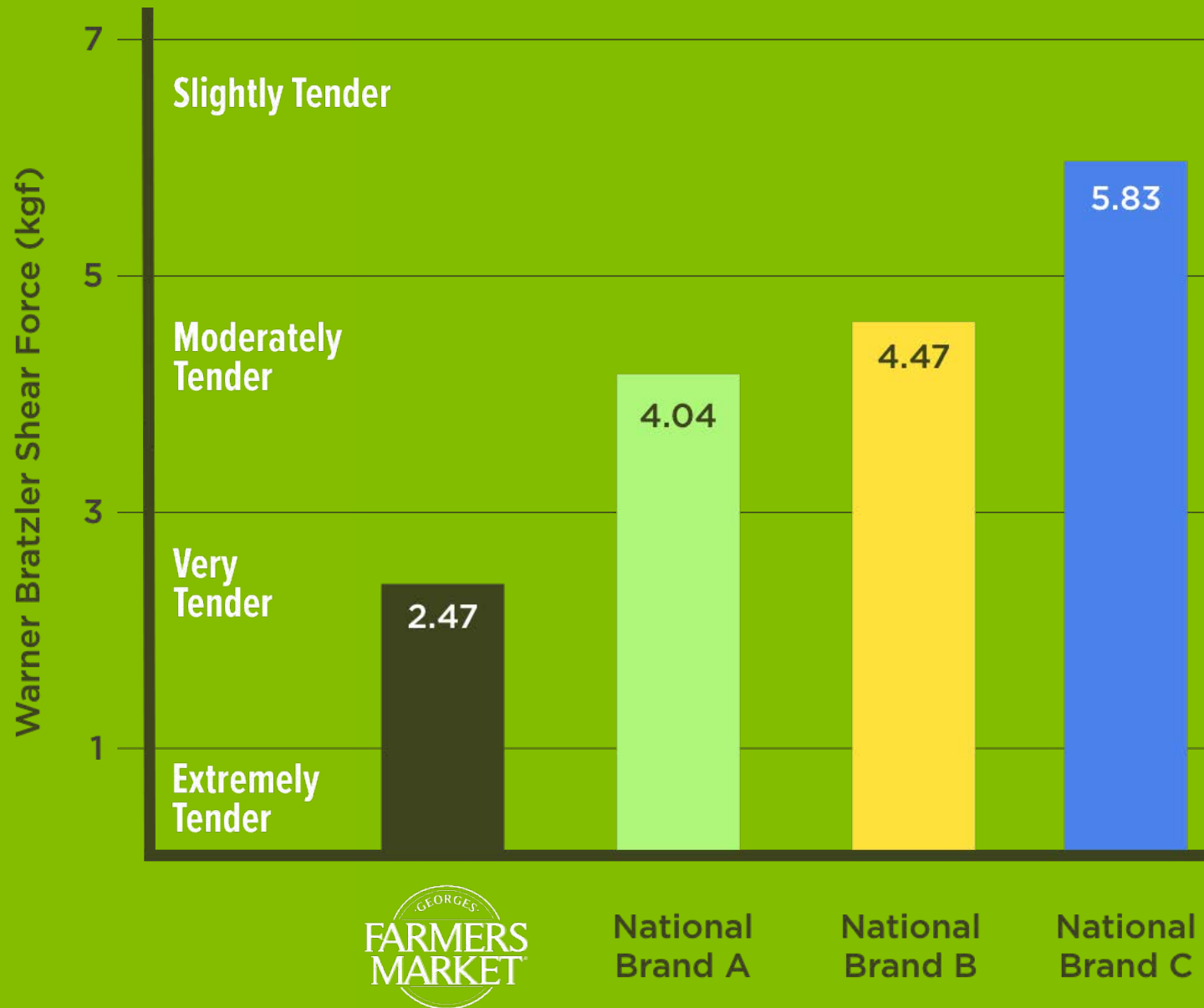
# Try a little tenderness.

Our harvesting practices produce the most tender product possible. Our strict "aged on the bone" process calls for chickens to be aged at least 4-6 hours prior to deboning and packaging.

This allows the protein to "relax" and for energy collected during the harvesting process to be depleted sufficiently. We're confident to say ours is the most naturally tender product on the market.







Proven to be more tender.

Our chickens are tested for tenderness weekly using the Warner Bratzler Force Scale. Our numbers don't lie, we are consistently more tender than the nation's leading brands.



# The BEST Eating Experience: Delivered



## The Most Tender Chicken

Chilled on the bone and shear tested weekly for confirmed optimal tenderness.



## Smaller, Naturally Sized Birds

Never overgrown and never plumped. This produces chicken that is the most enjoyable to eat.



## Trimmed & Consistent Filet Size

Trimmed to be 97% fat free and quality-controlled to have consistent filet sizing.





GEORGES®

Let's grow together!

## Contact Us



479.927.7271



[georgesinc.com](http://georgesinc.com)



402 W Robinson Ave, Springdale, AR 72764