



# Innovation Center & Atrium @ Rich's

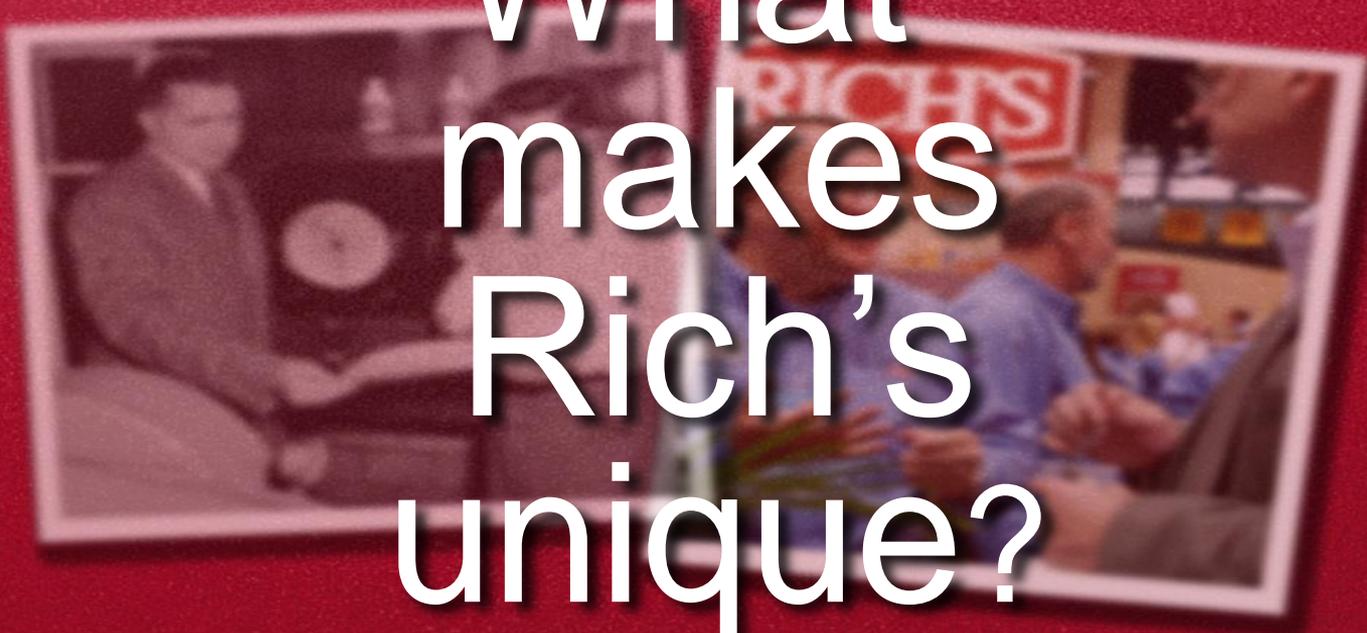




Customer Focused



What  
makes  
Rich's  
unique?





# Rich Products Overview



Imagine  
what's possible.

- Buffalo-based privately held company since 1945
- **\$3.3** billion global food company
- **34** plants in the United States and around the world
- More than **2,000** products
- Products sold in **122** different countries



# Rich's Economic Impact on Buffalo



## Innovation Center:

- \$14.5 million in phase one renovations completed in June 2014
- \$6.5 million in phase two renovation for Research & Development is in progress
- Surpassed goal of adding 17 permanent positions with 41 new associates.
  - ***4.9 percent increase in number of associates at World Headquarters***
- Exceeded target of \$800,000 for WMBE work on project with total of \$1,045,000  
***12% more than required prior to starting phase two renovation***



# Rich's Economic Impact on Buffalo



- Estimated \$300 million a year impact including salaries, business expenses, visitors, etc.
- 25,000-35,000 visitors to World Headquarters a year
- Rich's has invested more than **\$88** million in its Buffalo campus since 2007 in the following areas:
  - *Research and Development equipment*
  - *Building upgrades and site improvements*
  - *3C (Creating a Connected Culture) work environment*
  - *Technology and IT systems upgrades*



# Rich's Family Values



- ***Cherish Our Culture:*** Work, learn and celebrate together
- ***Innovate:*** Imagine what's possible and create what's valued
- ***Be the Trusted First Choice:*** Listen, understand and deliver for customers like no other company
- ***Better Our Communities:*** Devote time and talent where we live and work
- ***Do What's Right:*** No matter what



Be Global... Act Local

## THE RICH EXPERIENCE

**Switching our customers with...**

- Height** - [Text]
- Speed** - [Text]
- Character** - [Text]

RICH'S  
Global Supply Chain Leader

## Global Building Blocks

**Global Building Blocks**

- Global Competitiveness**
- Operational Excellence**
- Direct Profitable Growth**
- Higher Business Performance**

## GLC-led Initiatives

**GLC-led Initiatives**

1. [Text]
2. [Text]
3. [Text]
4. [Text]

## Enterprise Foundations

|                  |           |                      |                         |   |   |  |                                     |                                       |
|------------------|-----------|----------------------|-------------------------|---|---|--|-------------------------------------|---------------------------------------|
| Culture & Values | Governing | Core Demand Creation | Core Demand Fulfillment | Enabling Associate & Organizational Development | Enabling Business & Financial Reporting | Infrastructure Legal & Regulatory Compliance | Infrastructure Financial Management | Infrastructure Information Management |
|------------------|-----------|----------------------|-------------------------|---|---|--|-------------------------------------|---------------------------------------|



# The Rich Experience



## The Rich Experience



Customer focused, results driven.

### Enriching our customers with...



#### Insight

We act as an extension of our customers' internal teams. We research the marketplace, analyze information, and put knowledge and insight into action for our customers.



#### Speed

We innovate with speed and respond with urgency. We strive to anticipate opportunities and solutions long before our customers even realize that they have a need.



#### Character

We have a strong sense of doing what's right and a connected global culture that enables our people to bring our values to life.



# Customer Visits & Industry Events



- Customer visits to the Innovation Center since its opening in June:

- *Walmart*
- *Burger King (International)*
- *Kraft*
- *Cold Stone*
- *Tops*
- *Delaware North*
- *Tesco (United Kingdom)*
- *Neto (Israel)*
- *Keegan Govindasamy (South Africa)*
- *Flying J*



- Rich's expects to host more than 100 customers
- Videoconferencing for meetings with the Rich Family and regional business leaders
- **IFMA (International Foodservice Manufacturers Association)**– 300 sales and marketing executives from around the country visited Buffalo in August to attend annual conference in Innovation Center.



# Community Events & Fundraisers



- Many local community events and non-profit fundraisers are held in the Atrium, which can host up to 800 people in a variety of formats:
  - *Bass Eye Challenge to raise money for Cystic Fibrosis*
  - *Food Bank of WNY Sweet Charity*
  - *Darwin Martin Gala*
  - *St. Luke's 20<sup>th</sup> anniversary party*
  - *Theater of Youth*
  - *WNY United Kids Escaping Drugs*
  - *Ride for Roswell awards ceremony*
- Weddings – 15
- Bar Mitzvahs



# Customer Hospitality Suite, Conference Room & Learning Lab



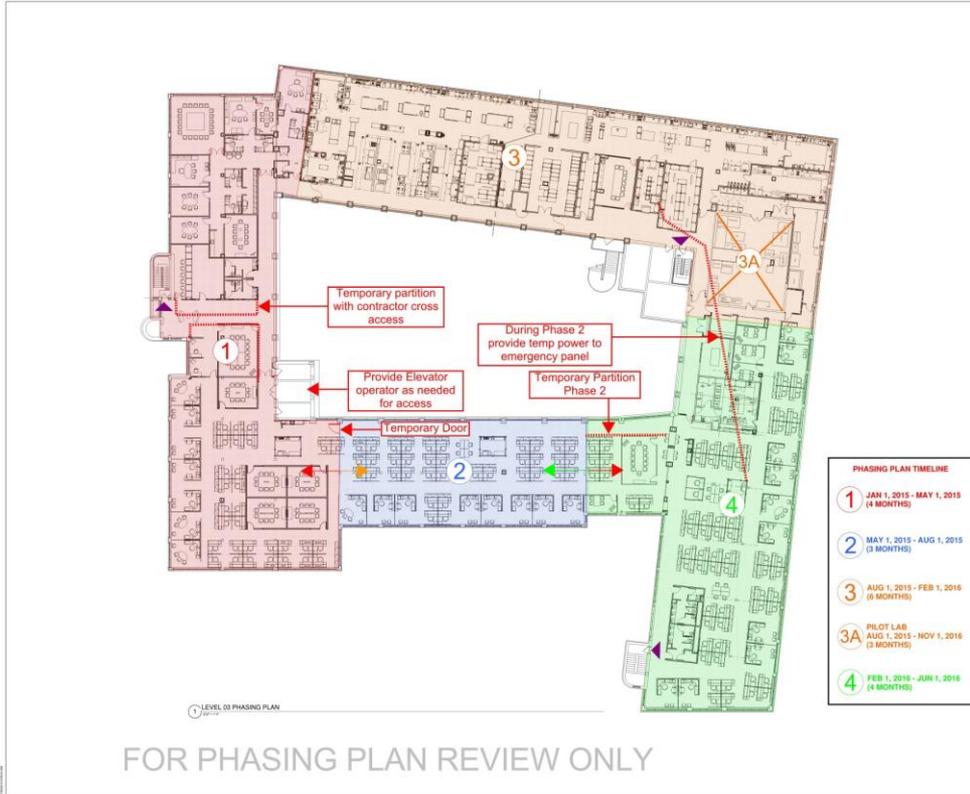




# Innovation Kitchen







RICH PRODUCTS  
Remediation of World  
Headquarters Research  
and Development

CANNON DESIGN

PROJECT NO. 15-001  
DATE: 10/15/15  
SCALE: AS SHOWN  
SHEET NO. G0101

NOT FOR CONSTRUCTION



LEVEL 03 REFERENCE  
FLOOR PLAN

G0101