



2016 Corporate Fact Sheet

Company Profile

Headquartered in Charlotte, N.C., Snyder's-Lance, Inc. (LNCE) manufactures and markets snack foods throughout the United States and internationally. The company's snack pantry includes pretzels, sandwich crackers, potato chips, cookies, tortilla chips, restaurant-style crackers, nuts and more.

Purpose Statement

Snacking is a part of life, our passion makes it better.

History of Snyder's-Lance

- 1909 Harry Warehime founded the Hanover Pretzel Company and began baking pretzels on the belief everyone would love his Olde Tyme recipe.
- 1913 Philip L. Lance began selling roasted peanuts on the streets of Charlotte, and soon after the Lance peanut butter sandwich cracker was born.
- 1982 Lance, Inc. introduced the Home-Pak, a special packaged product designed to grow supermarket sales.
- 1992 Snyder's of Hanover introduced the Honey Mustard and Onion Pretzel Pieces.
- 1999 Lance, Inc. purchased Cape Cod®, maker of high quality kettle chips with a distinctive crunch and unique flavor.
- 2010 Snyder's of Hanover and Lance announced the merger of equals creating Snyder's-Lance, Inc.
- 2014 Snyder's-Lance purchased Baptista's Bakery, Inc., an industry leader in developing innovative snacks. That same year, the company increased investment in Late July® Organic Snacks, creating another core brand for the company.
- 2015 Snyder's-Lance introduced a new logo and purpose statement. The company also announced a new division called Clearview Foods, focused on developing innovative and better-for-you snacking options.
- 2016 Snyder's-Lance acquired Diamond Foods®, including Kettle Brand®, Kettle Chips®, Pop Secret®, Emerald® and Diamond of California®. The acquisition strengthened the company's commitment to better-for-you snacks and expanded its national footprint.

Brands

Our brands have grown over the years to include some of America's favorite snacks.



Key Facts

- Nation's second largest salty snack maker
- Formed by the 2010 merger of Lance and Snyder's of Hanover
- No. 1 pretzel and sandwich cracker brands in the U.S.
- 100+ Snyder's of Hanover, Lance and Diamond brands producing snacks for over 100 years
- Balanced portfolio of great-tasting, innovative and better-for-you snacks
- 3,100+ Independent Business Owners (IBO) Sales Routes
- Operates in 13 manufacturing centers throughout the U.S. and United Kingdom

Executive Management

- Carl Lee, President and Chief Executive Officer
- Rick Puckett, Chief Financial Officer
- Patrick McInerney, Chief Supply Chain Officer
- Rodrigo Troni, Chief Marketing Officer
- Randy Chapman, Chief Strategy Officer
- Gail Sharps Myers, Chief Legal Officer
- Andrea Frohning, Chief Human Resources Officer
- Frank Schuster, Division President, DSD Division
- Peter Michaud, Division President, Clearview Foods
- John Maples, Division President, Direct Division
- Matthew Insolia, Vice President & General Manager, Growth & Developing Markets Division
- Ashley Hicks, Managing Director, Kettle UK

Corporate Social Responsibility

Snyder's-Lance has been a good corporate neighbor for more than a century, and we are committed to expanding on that heritage as we grow. With a focus on key areas such as environmental sustainability and community, Snyder's-Lance produces quality products and positively impacts the lives of thousands of families each year. Our commitment to the environment starts with sustainable business practices, like conserving natural resources, using recycled material and increasing the use of environmentally preferable renewable products. Through our partnership with The Birthday Party Project, we are committed to help more than 100,000 homeless children celebrate their birthdays.

Employees

6,700+

2015 Total Revenue

\$1.7 Billion

Website

www.snyderslance.com

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