

B³ BEST Brand Builders

Our VISION

Be the "Best in Class" in all of our food businesses.

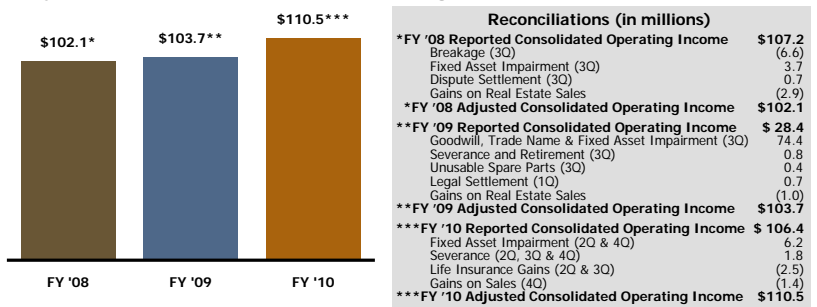
Our MISSION

Build brand loyalty by delighting customers with high-quality, delicious products, "at our place or yours," while balancing the needs of our employees, guests and investors.



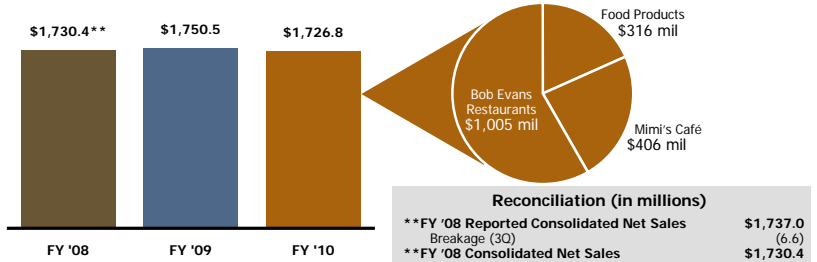
- BEST way to go to market together
- Productivity enhancements
- Systems integration
- Compensation tied to performance

Adjusted Consolidated Operating Income (in millions)



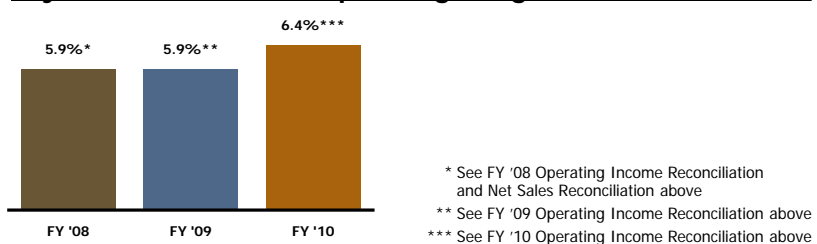
- Innovative new products
- Compelling marketing
- Outstanding service
- Strategic expansion

Consolidated Net Sales (in millions)



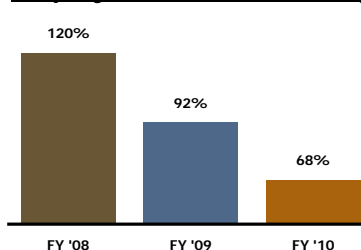
- Cost control – systems and technology

Adjusted Consolidated Operating Margin



- Customer satisfaction
- Employee recruitment, training and retention
- Plant rationalization for food products

Employee Turnover (hourly) at Bob Evans Restaurants



- Organic growth
- Share repurchase
- Dividends
- Debt reduction
- Acquisitions

Cash Flow from Operations (in millions)

