

## **Slide 1 Braum's Ice Cream and Dairy Store Introduction – Making God Your Business Partner**

The story of the Braum's Ice Cream and Dairy Store is a classic example of "Free Enterprise." Bill and Mary Braum are true entrepreneurs. They are leaders in technology and have created teams using local talent. As you read and listen to this success story you will see Bill Braum's vision become reality through hard work and the desire to be the very best. The mission began with developing a plan, establishing financial sources, purchasing fertile land with access to water for irrigation. Assembling teams with farming and ranching experience, engineering resources to develop state of the art technology, veterinarians to oversee livestock health and develop nutrition programs, construction crews, maintenance teams, drivers, accountants, business planners, environmental teams are just a few of the members dedicated to the success of Braum's. Mr. Braum has created a safe, friendly, goal oriented business where the entire Braum's team has made you the customer number one. Videos are included to see the overall operation. Enjoy the pilgrimage of successful entrepreneurs, Bill and Mary Braum.

## **Slide 2 "Our History"**

In 1968, Bill Braum opened the first Braum's Ice Cream and Dairy Store...but the Braum story actually begins long before that time, spanning three generations with over six decades of history behind it.

It began in the State of Kansas in 1933. Bill Braum was in grade school when he began his career by helping his father, Henry H. Braum, with the family business, a small butter and milk processing plant in Emporia, Kansas. Seven years later ice cream processing was added to the operation.

Bill Braum worked through high school with his father and after receiving a degree in Business Administration from the University of Kansas in 1949, he came back to Emporia to take a more active role in the family business. Henry Braum sold the wholesale part of the business in 1952 and began specializing in ice cream, developing a chain of retail ice cream stores in Kansas called "Peter Pan." In 1957 he purchased the company from his father. The company had approximately 61 retail stores, when in 1967, a large wholesaler bought the "Peter Pan" chain of retail stores (excluding the Braum dairy herd and processing plant) As a condition of the sale, the Braum's would not be allowed to sell ice cream in the State of Kansas for ten years.

In 1968, Bill and his wife Mary, started a new chain of retail stores in Oklahoma called BRAUM'S ICE CREAM AND DAIRY STORES. That first year, twenty-four stores were opened in Oklahoma. Because the Braum dairy herd and processing plant were still located in Emporia, Kansas, the ice cream, dairy products and other supplies had to be transported daily from Emporia, Kansas to Oklahoma. For three years, Braum's stores were serviced from the plant in Emporia until a new processing plant was built in Oklahoma City in 1971.

1975, the Braum dairy herd was moved from Emporia to its new home located in Tuttle, Oklahoma. Today, Braum's owns seven farms and ranches, totaling over 40,000 acres (62 square miles) of some of the best farm and ranch land in America! Each plays its own unique role in the Braum operation from housing the Braum cows, to growing the alfalfa hay to feed the dairy herd.

Braum's bakery, located on the Braum family farm in Tuttle Oklahoma now produces the fresh bakery items available in the Braum's stores including cookies, cones, buns, breads and much more.

As the company grew, the need for a bigger processing plant became evident. In 1987, Braum's construction crews built a 260,000 square foot, state-of-the-art processing plant on the Braum farm in Tuttle. Located only minutes from the milking operation, this plant enables Braum's to consistently control the freshness, purity and quality of their products.

In 1993, Braum's construction crews built a new milking complex on the Tuttle farm. This complex consists of 17 freestall barns (over 35 acres) that house the milking herd and a milking parlor, which is the largest of its kind in the world! Braum's milks it's private dairy herd seven days a week. Today, Braum's is still the only major ice cream maker in the country that milks its own cows.

Braum's is unique in the dairy industry because it is vertically integrated. Braum's "cuts out the middleman" by owning its dairy herd, farms and ranches, processing plant, bakery, retail stores and delivery trucks. Braum's can offer its customers the highest quality products at the lowest possible prices.

Today, there are over 280 Braum's Ice Cream and Dairy Stores throughout Oklahoma, Kansas, Texas, Missouri and Arkansas. The company remains family owned and operated.

Want to learn more? Take a virtual tour of the Braum's Facilities. <http://braums.com/OurHistory.asp>

### **Slide 3 TOUR BRAUM'S**

Caring for the dry and the calving cows and the raising of the calves has been moved west to our farm which lies between Shattuck, Oklahoma and Follett, Texas. This 39 square mile farm has been developed into improved Bermuda pastures, irrigated with over 100 center pivot irrigation systems. It is primarily an animal operation which acts as support for the Tuttle-Minco dairy herd.

All calves are born here. (about 40 per day) They are fed milk twice a day for about 80 days. They're housed in 3,000 individual hutches. After weaning from milk the heifer calves are raised to maturity with supplemental feed on pasture year-round. When a cow gives birth and begins producing milk she is milked for a short time and then moved to the dairy operation at the Tuttle-Minco farm. When she dries off, 300 days later, she is moved back to the Shattuck-Follett farm to calve and begin the process all over again.

The Tuttle-Minco farm is home to Braum's milking herd. The milking of the cows is continual, stopping only periodically to clean the barn and equipment. The cows are brought to the milking barn in groups of 400 and enter one of the eight doors. Each door opens to a row that holds 50 cows where they form a herringbone pattern to facilitate attaching them to automatic milkers. The barn holds 400 cows at one time and milks approximately 1,600 per hour. The barn is heated in the winter and air conditioned in the summer for the comfort of the milkers.

As the cows are milked the milk flows through stainless steel lines to a filter and through an instant cooler. Then it goes into one of two 30,000 gallon storage silos. From the storage silos it is pumped into a 12,000 gallon stainless steel trailer and hauled the short distance to the processing plant. This trip is made several times each day and night.

It's a great advantage for freshness to have the processing plant right on the farm. It's also one of the few milk processing plants in the United States to operate seven days a week.

Braum's 260,000 square foot processing plant features the most modern equipment available. The raw milk is brought from the milk barn to the plant where it is kept cool in huge stainless steel silo tanks. The cold raw milk is pasteurized, standardized, homogenized, vacuum processed, then cooled back down and packaged. While the milk is being readied for packaging, we're busy getting the packages ready. Here, we see the plastic milk bottles being formed. Braum's makes both the gallon and the half-gallon containers that we use.

It keeps the cost of the product down and offers us the best possible quality control. Milk is packaged at 6,000 gallons and 3,600 half-gallons per hour. The packaged milk is conveyed directly into the cold rooms where it is automatically cased, stacked and loaded onto dollies and put on automated lines ready for load out later that same day.

When processing our reduced fat milks we have a huge mechanical vapor re-compressor evaporator (known as an MVR) capable of removing 40,000 pounds of water directly from the milk. This is almost unheard of in a fluid milk plant where normally fat free milk is fortified with powder, or condensed milk, or often not fortified at all. At Braum's we take the fresh fat free milk and run it through our evaporator which removes a large amount of the natural water in the milk. The resulting product is greatly improved with up to fifty percent more calcium and protein, better body and a much better taste. We are also allowed to label our fat free milk an "excellent" source of calcium.

Our Fat Free, Low Fat, and Reduced Fat Milks are more expensive products to produce since a large amount of the natural water is removed. Customers who try our Fat Free, Low Fat, and Reduced Fat Milks can tell the difference and greatly prefer them. The extra calcium helps build strong bones in our children and helps prevent osteoporosis in adults. We also use our milk to produce cottage cheese, yogurt, sour cream, dips, and of course, ice cream.

Braum's is known for its wonderful ice cream. The first step in making ice cream is to make an ice cream mix. This is the basic liquid containing the milk, cream and sweetener. Instead of reconstituting powder or condensed milk with water when making ice cream mix, like most plants do, Braum's uses only fresh milk and concentrates it in our MVR evaporator.

After the mix is pasteurized, homogenized and processed through our MVR evaporator it is cooled and held in large stainless steel tanks ready for freezing. The ice cream mix is continuously pumped through ice cream freezers that extrude the ice cream in a semi-frozen state. The ice cream then passes through a fruit feeder where various fruits, candies or nuts are added. It is then packaged and put in a minus 20 degree room for hardening and storage.

Braum's also makes the half-gallon cartons for the ice cream. This machine forms cartons at a rate of 110 per minute. The 3 ½ gallon cartons that hold the bulk ice cream for dipping that you see in the stores are also formed here and filled on this 2,000 gallon per hour freezer. Three other freezers fill the half-gallons.

Our Glacier machine makes the frozen snacks like ice cream sandwiches, ice cream bars, nutty cones and even the ice cream pies. This machine is unlike the ones used by most of our competitors. Braum's Glacier machine extrudes real ice cream and then "knife cuts" it with a very hot wire as opposed to just putting liquid in a mold and freezing it. That's why Braum's frozen snacks are creamier and taste better.

Each Braum's store gets a delivery of products every other day. Every night, seven days a week, our crews start loading the trucks for each morning's deliveries. The loading continues all night at the rate of about one semi-trailer loaded every 12 minutes. Each truck has three compartments, minus 20 degrees for ice cream, +35 degrees for milk and ambient temperature for supplies and bakery items.

Yes, Braum's operates a bakery in Oklahoma City that makes fresh breads, cookies, brownies, hamburger buns, cinnamon rolls, muffins and more. The bakery also roasts hundreds of thousands of pounds of almonds and pecans that are used in our ice cream and our sundae topping. Even the sugar, waffle and cake cones used in our stores are baked fresh in our bakery. These unique ovens can bake more than 12,000 cones in an hour.

All products made by Braum's are sold exclusively through our Braum's stores. Our company is too small to enter the national mass markets. Our products are so fresh and perishable that we limit our distribution to about a 300-mile radius of our Tuttle farm. It keeps the products fresh and our truck drivers can be home with their families every night.

The stores are all company owned and operated. They have three departments. The Fountain, where we dip ice cream cones, sundaes, banana splits, and real ice cream malts and shakes; the Grill where we make breakfast, chicken and steak sandwiches, salads, and our great third pound hamburgers; and our Fresh Market, where we have dairy products, bakery products, fresh choice meats and produce.

The produce and fresh meat are newly added items and we intend to do more with these in the future. We are now building a beef herd that, in the future, will provide the foundation for completely controlled, naturally produced and processed beef products comparable to what we have in our dairy herd now. The beef cow-calf operation is being built at our ranches in Emporia, Kansas, Rosedale, Wanette and Ada, Oklahoma. These four ranches now hold over 10,000 beef mother cows and their calves. These beef calves, when weaned, are moved to the Shattuck-Follett farm where they are grown and sold as feeders. These will be used in the future when we begin processing our own natural beef.

Farming, processing and selling direct to the consumer is a lot of work and limits the marketing area that can be supplied. The Braum family and associates enjoy the direct "farm to market" relationship that we have with our customers. It's not a large market but an exclusive and loyal group of customers that we truly appreciate. <http://braums.com/TourBraums2New.asp>

## **Slide 4 PRODUCTS**

Excelling all others, unsurpassed, supreme, superb? Whatever your definition is for the best, we strive to excel. Whether you're shopping for the very best milk or ice cream that you can buy, or you've stopped in for a Braum's old fashioned hamburger or real ice cream shake, you can be assured that we've been working to provide you with the very best products and the very best value in your purchases.

You would expect us to use only the finest ingredients in producing Braum's products... and we do. Real fruits and nuts, real vanilla, the finest cocoa, live yogurt culture, whatever the consideration, we focus on only the best.

To locate the Braum's product(s) you are looking for, simply select a product line from one of the main category lists below to be presented with a list of products.

Dairy: (Select One)

Cheese, Cultured Products, Milk, Other Toppings

Fountain: (Select One)

Banana Splits, Beverages, Breakfast Items, Cones

(Hand Dipped & Soft Serve)Ice Cream Beverages Sundaes

Grill Items: (Select One)

Breakfast Items Burgers Kids Meals Other

Salads Sandwiches

Grocery & Bakery: (Select One)

Beverages Breads Breakfast Items:

Cakes, Candy, Condiments, Cones, (Baked)Cookies, Cultured Products, Frozen Entrees & Side Dishes Gift

Items: Honey, Jams, Jellies & Preserves, Juices, Meats, Muffins & Cinnamon Rolls, Nuts, Other Pies

(Baked)Pies-Ice Cream & Frozen. Yogurt, Pizza, Snacks and Treats Toppings

Packaged Ice Cream: (Select One)

(Misc)Carb Watch Ice Cream French

Ice Cream, Frozen Snacks, Frozen Yogurt, Light Ice Cream No Sugar Added, Frozen Yogurt Premium Ice Cream, Sherbet

<http://braums.com/Products.asp>

## **Slide 5 SITE MAP**

<http://braums.com/SiteMap.asp>

<http://braums.com/TourVideo.asp>

Download The Windows Media 9 Player

(Click on Low or Hi-Band Windows Media 9 Videos for each topic below)

Braum's Tour Introduction

The story of those great products you find in your neighborhood Braum's Store starts right here on our family farm. Bill and Mary Braum live and work on the farm and take great personal pride in producing the finest products available.

#### Braum's Dairy & Farming Operations

Braum's raises and milks our own dairy herd of 10,000 Holstein cows, three times a day, everyday.

Braum's owns over 40,000 acres of some of the best farm and ranchland in America. See how each plays a special role in bringing you the finest ice cream and dairy products.

#### Braum's Processing Plant

See how we make the ice cream, bottled milk and other fine dairy products you will find exclusively at your neighborhood Braum's Ice Cream and Dairy Store.

Braum's Bakery & Retail Stores We're baking cookies, cinnamon rolls, and more, all day and night at our bakery! Warning: you may need a glass of Braum's milk after watching us make cookies in this video.

The fruits of our labor are showcased here, in your neighborhood store. From great food to quality employees we've got it all at Braum's!