Dan and Angie Bastian:
Accidental Entrepreneurs

Food Shippers of America 2013
Like almost all entrepreneur stories, This one started in a garage.

In this particular garage, located in Mankato, Minnesota, Dan and Angie Bastian popped their first batch of Angie’s Kettle Corn in 2001.

Today in this salty economy, Angie’s Kettle Corn has become a sweet success and a very favorite thing for all sorts of healthy snack enthusiasts in all 50 states.....and a growing international presence.
Our Story - Humble Beginnings

1st stand, Kettle Corn Café, 2001

Angie at Taste of Minnesota, 2002

Dan with the first kettle, 2002

Taste of Minnesota
A family business
Our Story-Viking Partnership

Dan & Angie at the Vikings Game 2002
What’s wrong with this picture?

Marketing Matters! It’s all about what you project out into the world.

You might not get it right the first time.....you probably won’t get it right the first time.....
Our Story

2004, Angie’s sold in stores

First Staff Holiday Party,
“A dream of two person becomes
a dream of many”

2008, Current
Production Facility

First commercial
package

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Our Story

Spring 2010, Angie’s sold at Target Field home games

Chicago launch, Summer 2010

Chicago’s Navy Pier, Toy Story 3 premier

Dan and Angie on Martha Stewart Show, 2011
We’re Food Shippers Now!

The Van was our first delivery vehicle

A cube Truck to deliver. We’re making progress now.....

A Fancy Trailer to Deliver
Logistics

Holy Cow! How are we going to get Kettle Corn to California?!
Gaining National Distribution

Where you can find Angie’s
Retail

Retailers

SUPervalu

CostCO Wholesale

Target

Whole Foods Market

Lunds & Byerly's

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Retail Partners: A Growth Timeline

Angie and Dan created a signature recipe and like their relationship, it’s not just what’s in it but how it’s combined.

It packs an unforgettable richness, a simple but perfect balance of sweetness and salt.

2001
Began as small outdoor vendor at events, fairs/festivals, and Vikings Games

2004
Began wholesale/distribution

2005

2007
Midwest Expansion

2008

2009

2010

#1 Popcorn Brand in the Midwest with 47% Share

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As the company grew, Dan and Angie made the decision to leave their respective careers as a junior high Spanish teacher and nurse practitioner. Both agree that their most important endeavor, however, has been parenting. “Our proudest accomplishment during the demands of building a business is that we continued to remain active in our children’s lives.” – Angie Bastian
Create the culture. Clue: It’s always about relationships.

Our Employees
Angie’s Kettle Corn was given the prestigious Top 100 Work Place award by the Star Tribune in June 2011.
In two days, Angie’s Kettle Corn employees made 93,744 meals for starving children for the Kids Against Hunger organization based in Mankato.
Employee Volunteerism

Community Involvement

It’s all about supporting each other... About celebrating life.... about giving back.
Sponsorships = Partnerships

Dreamers pursuing...striving

Sponsorships

Angie’s is a proud supporter of women athletes

Terra James, Sweet ‘n Salty Cycling

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Community Involvement & Support
Angie’s Organic Popcorn Research

January 2012
Angie’s Kettle Corn sponsored MN Department of Agriculture Organic Conference: Growing Organic Popcorn in the Upper Midwest

May 2012
Organic Popcorn Planting
Research and In-Field Parallel Trails
University of Minnesota - SWROC

September 2012
Popcorn Harvest
Collected information to provide to local organic farmers
Lamberton, MN

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Local Publicity & Awards

Local Publicity

WCCO TV

FOX 9

KARE 11

Women in Business Awards 2011

-connect-

Business Awards

2011

Dan & Angie Bastian

POPCORN

Thanks to all our wonderful employees for voting us a 2011 Top Workplace.

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Angie’s National Press

- **IMARtha**
  - Studio Audience: 200
  - Impressions: 394,000

- **Shape**
  - Circulation: 1,671,375
  - Impressions: 5,013,975

- **Food & Wine**
  - Circulation: 1,399,894
  - Impressions: 3,499,735

- **Studio Audience**
  - Viewership: 78,255

- **Family Circle**
  - Circulation: 3,816,958
  - Impressions: 9,542,395

- **Angie’s National Press**
  - Circulation: 2,232,476
  - Impressions: 5,581,190

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IT’S TIME YOU HAD A FAIRY SNACKMOTHER™

Snacking is the best part about life. It should be both delicious and carefree. Like magical yoga pant material, or weird nail polish colors. That’s why Angie’s set out to make a light, tasty treat that satisfies without triggering post-snack guilt.

Naturally delicious, free of gluten, trans fats, and preservatives. Angie’s Boomchickapop has all the delish that comes from being made with simple ingredients you’ll love. Geez Louise, at only 35 calories per cup, stop reading this and start snacking, already.
Momma’s not the only one that’s got a new bag

- Delightfully Different™ exemplified
- Better conveys the flavor & taste
- Pops on shelf
- Clearly displays key attributes
  - Kosher OU
  - Non GMO
  - Naturally Simple
  - Whole grain
  - No high fructose corn syrup

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New Branding at Expo East

• **Winner: Best Packaging**
  Angie’s Sweet & Salty
New Ways to Find Angie’s
Seasonal Products

Angie’s Introduces....

**Holidrizzle 2012**

Halloween and Valentine’s Multipacks As Trick or Treat Alternatives in Natural channel
Angie’s Halloween multi-packs @ Target

Trick-or-Treat Kettle Corn going fast!
"Healthier" snacks are stealing share from "Indulgent" snacks

- 75% of Americans say they are trying to eat better, yet nearly half snack 2x per day.
- Popcorn is seen as "healthy" among those who are healthy snackers.
- Popcorn is included in the top 10 healthy snacks along with fresh fruit, nuts/seeds, and yogurt.
- Chips/Pretzels/Salty Snacks category is second only to Packaged Fresh Produce in % HH buying Natural products.

Popcorn is THE Snack of 2013
- Popcorn was named a Top Food Trend for 2013.

Popcorn is the leader in healthy snacking
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Popcorn is Packed with Antioxidants
Don't discount the health benefits of popcorn. It's full of fiber and – according to a new analysis – antioxidants, too.
- Healthland.Time.com

Source: Packaged Facts, 2011
Source Sterling-Rice Group, 2012
Source: SymphonyIRI State of the snack industry 2010
# Delightfully Different™ Product

## Real, Recognizable Ingredients
- Non-GMO Corn
- Sunflower Oil
- Organic rBST-free Cheddar Cheese
- Cayenne Powder
- Sea Salt
- Evaporated Cane Crystals

## Quality Process
- Made in small batches, just as kettle corn and popcorn were intended
- Food safety is our #1 priority

## Naturally Simple Products

## Benefits
- Non-GMO
- Gluten-Free
- Whole Grain
- NO HIGH-FRUCTOSE CORN SYRUP
- CHOLESTEROL FREE
- NO TRANS FAT

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Our All-Star Line-up

**CURRENT PORTFOLIO**

**Healthy Snacks**
- Boom Chicka Pop (Sea Salt Popcorn)

**Sweet/Salty**
- Angies Sweet & Salty
- Boomchickapop Sea Salt Deli

**Savory/Sweet**
- Available NOW

**Indulgent**
- Coming SOON

**Pack Expansion**
- Portion Control
- Sweet & Salty Multipack
- Angies Sweet & Salty and Boomchickapop Sea Salt Deli

**Seasonal In & Outs**
- Coming SOON—6/.6oz Multipack

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Anything Is Possible....

“Whenver they say it can’t be done, remind them that they make a jellybean that tastes exactly like popcorn.”

~ John Mayer
Kettle Corn Pets

Thank You...... and if you’re an Angie’s customer, an Extra Special Thanks!!!!