

TOP 150 FROZEN FOOD PROCESSORS

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From Freezer to Microwave to Table

Stopping for a bite to eat is a thing of the past. For today's consumers, it's about eating on the run. That's why frozen food processors are pressed to develop tasty, yet healthy products that provide convenience, portability and portion control, all wrapped up in an easy-to-open, easy-to-thaw-and-serve package.

THE EVOLUTION OF FROZEN FOODS

In 1929, Clarence Birdseye, founder of Birdseye Seafood, Inc., which today, is the *Birds Eye* brand of General Mills, Inc., invented the quick-frozen foods industry while on a fur-trapping expedition. He saw the natives using freezing methods to preserve foods, which later turned into fish-freezing experiments.

Today, freezing food has become a way of life. From frozen entrées to frozen fruits and vegetables to even frozen pastries, the act of freezing food enables consumers to keep more food for a longer period of time.

In honor of National Frozen Foods Month, this is *Refrigerated & Frozen Foods'* Top 150 Frozen Foods Processors, which breaks down the Top 25 frozen food processors in each of the six sectors (see categories in the sidebar on the right). Processors are ranked by annual net sales.

Some frozen foods processors declined to provide annual sales or refused to update company information. This report represents *Refrigerated & Frozen Foods'* best efforts to reflect pertinent sales from all channels. Sales figures and estimates, which are marked with an asterisk (*), are based on company reports, news releases, market analysts' reports, industry media and more. Figures may include shelf-stable products, some refrigerated product lines and/or company-wide figures. All data and company information is as of Feb. 28.

ABOUT THE REPORT

This year's Top 150 Frozen Foods Processors report garnered an overall 71% update rate across all six categories.

For example, the frozen meat, poultry and seafood sector experienced an 88% update rate, with 22 out of the 25 processors submitting updated company information.

Twenty out of 25 processors (80%) of frozen baked goods returned their forms for updating their company profile, while 18 out of 25 processors (72%) of frozen snacks, appetizers and side dishes updated their data.

Processors of frozen meals and entrées and frozen fruits and vegetables tied with 64% (16 out of 25 processors), while the frozen dairy sector wavered at 60% of the data being updated from the processor themselves.

A special thank you goes to *Refrigerated & Frozen Foods'* sister publications—*National Provisioner* and *Dairy Foods*—for their research and support in the meat/poultry/seafood and dairy foods sections, respectively.

CATEGORIES

Meals & Entrées 28

Includes frozen breakfast entrées, hand-held entrées and sandwiches, bagged meal kits, pizza, pasta entrées, plated dinner meals and entrées, pot pies, meatless entrées and prepared seafood entrées.

Meat, Poultry & Seafood. 30

Includes frozen beef, poultry, pork, lamb and seafood.

Dairy..... 32

Includes ice cream, frozen yogurt, desserts and novelties.

Snacks, Appetizers

& Side Dishes..... 34

Includes frozen prepared snacks, appetizers, hors d'oeuvres, side dishes, potato products and soft pretzels.

Bakery..... 36

Includes frozen breads, rolls, bagels, cookies, cakes, biscuits and dough.

Fruits & Vegetables..... 38

Includes frozen fruits and vegetables.

TOP FROZEN FOOD 150 PROCESSORS

MEALS & ENTRÉES

Rank	Company Name	HQs	Top Executive	2012 Sales	Fiscal Yr Ended	Product	No. of Plants
1	MorningStar Farms(1)	Battle Creek, MI	John Bryant, president, CEO	\$13.2B**	Feb. 29, 2012	Breakfast and meatless entrées	2
2	Nestlé Prepared Foods Co.(2)	Solon, OH	Frank Higgins, president, CEO	\$10B	Dec. 31, 2012	Meals, pasta dishes	4
3	The Hillshire Brands Co.	Chicago, IL	Sean Connolly, CEO	\$4B**	June 30, 2012	Breakfast and hand-held entrées	N.A.
4	General Mills Inc.	Minneapolis, MN	Kendall Powell, chairman, CEO	\$2.1B	May 31, 2012	Pizza, multi-serve entrées	N.A.
5	Nestlé USA, Pizza division(2)	Northbrook, IL	Paul Bakus, president	\$2B		Pizza	2
6	ConAgra Foods Inc.	Omaha, NE	Gary Rodkin, CEO	\$1.8B*	May 31, 2012	Meals, entrées, pot pies	9
7	The Schwan Food Co.	Marshall, MN	Greg Flack, president, CEO, COO	\$1B		Pizza, entrées	4
8	High Liner Foods	Lunenburg, Canada	Henry Demone, president, CEO	\$940M**	Dec. 29, 2012	Seafood entrées	4
9	Heinz North America(3)	Pittsburgh, PA	Dave Woodward, president, CEO	\$830M*	April 30, 2012	Meals	3
10	Bellisio Foods Inc.(4)	Minneapolis, MN	Joel Conner, chairman, CEO	\$650M*		Entrées, pizza	3
11	Nation Pizza and Foods	Schaumburg, IL	Marshall Bauer & Jay Bauer, co-CEOs	\$500M**		Pizza, sandwiches	2
12	AdvancePierre Foods(5)	Cincinnati, OH	William Toler, CEO	\$450M	Dec. 31, 2012	Sandwiches	4
13	Ruiz Food Products Inc.	Dinuba, CA	Rachel Cullen, president, CEO	\$450M*		Mexican entrées	3
14	American Pride Seafoods(6)	New Bedford, MA	John Cummings, president	\$430M*		Seafood entrées	1
15	Birds Eye Frozen division(7)	Mountain Lakes, NJ	Sally Genster Robling, president	\$400M*		Dinner and breakfast entrées, pizza, pot pies	2
16	Windsor Foods	Houston, TX	Greg Geib, president, CEO	\$400M		Ethnic entrées	4
17	Flying Food Group LLC	Chicago, IL	Sue Ling Gin, chairman, president, CEO	\$369M*		Entrées, sandwiches, pizza	17
18	Request Foods Inc.	Holland, MI	Jack DeWitt, president	\$278M		Entrées	2
19	Amy's Kitchen Inc.	Santa Rosa, CA	Andy Berliner, CEO	\$270M*		Entrées, pizza, burritos, wraps, pot pies	2
20	ARYZTA, LLC(8)	Los Angeles, CA	John Yamin, CEO	\$260M	Aug. 1, 2012	Pizza	1
21	Little Lady Foods	Elk Grove Village, IL	John Geocaris, chairman, co-CEO	\$220M*	Dec. 31, 2012	Pizza, gourmet sandwiches	3
22	Palermo Villa Inc., DBA Palermo's Pizza	Milwaukee, WI	Giacomo Faullucca, president, CEO	\$200M		Pizza, flatbread	1
23	Overhill Farms, Inc.	Vernon, CA	James Rudis, chairman, president, CEO	\$194.4M	Sept. 30, 2012	Entrées, pasta, plated meals	2
24	Nippon Suisan USA(9)	Redmond, WA	Kunihiko Koike, president	\$54.6M*		Seafood entrées	4
25	Ajinomoto North America Inc.(10)	Portland, OR	Dennis Mullane, president	\$32M*		Asian entrées	3

* Company declined to confirm

** Company-wide

(1)Unit of Kellogg Co.

(2)Unit of Nestlé USA

(3)Unit of H.J. Heinz Co.

(4)Unit of Centre Partners

(5)Unit of Oaktree Capital Management

(6)Unit of American Seafoods Group, LLC

(7)Unit of Pinnacle Foods

(8)Unit of ArYZta AG

(9)Unit of Nippon Suisan Kaisha Ltd.

(10)Unit of Ajinomoto Co., Inc.

Not Just Your Average TV Dinner

It used to be that frozen meals meant TV dinners—you know, the ready-made meal with individualized portions of soggy vegetables, overcooked potatoes and turkey that tastes like the plastic it was microwaved in.

According to an October 2012 frozen foods report from Packaged Facts, Rockville, Md., consumers shifted away from frozen entrées in favor of fresher alternatives. The report says that “57% of U.S. adults cited a preference for fresh foods as a reason for not buying frozen foods in the past three months.”

“Frozen meals have a long-standing perception of being the TV dinner,” says Sarah Day LeVesque, a food and beverage analyst for Chicago-based Mintel. “The perception [of a TV dinner] is still highly processed, not offering a full, balanced meal, or made with ingredients consumers don’t understand.”

Thankfully, TV dinners of the past have transformed into the gourmet entrées of today, sometimes complete with all-natural ingredients, whole grains, real fruits and vegetables and a “less processed” taste.

In fact, fewer meals are made from scratch (59% in 2011, down from 72% in 1984), according to NPD Group’s National Eating Trends. This means more and more shoppers are perusing the freezer aisles for those quick and easy meal solutions.

THE BREAKFAST BOOM

The breakfast entrées category experienced a 20% sales increase, from \$10 billion in 2007 to \$12 billion in 2011, and is forecasted to continue to grow nearly 26% from 2012-17, reaching a projected \$15.7 billion, according to Chicago-based Mintel.

The majority of consumers (69%) who eat breakfast foods regularly during the week consider “low cholesterol” and “heart-healthy” claims important, the study says. Yet, 57% of respondents would be willing to spend more on higher-quality prepackaged breakfast foods. Nearly 41% would like to see more organic prepackaged breakfast products.

“Eating at home to save money and the convenience of many products in the breakfast category likely aided in its impressive sales growth,” says Carla Dobre-Chastain, food analyst at Mintel. “While price will continue to play an important role when it comes to breakfast foods, Mintel’s research shows that consumers are willing to pay more for higher-quality breakfast products.”

NOTEWORTHY EVENTS

January 2012—Request Foods opened a 230,000-square-foot plant adjacent to its Holland, Mich., headquarters that produces frozen skillet meals.

April 2012—Ajinomoto reorganized its U.S. units and moved its consumer food division to Portland, Ore., where Ajinomoto Frozen Foods is located.

June 2012—Dave Woodward was named president and CEO of Heinz North America, while Brendan Foley was named president, U.S. consumer products and John Hans named president, U.S. foodservice.

November 2012—High Liner Foods closed two plants and completed the integration of Icelandic USA.

ConAgra Foods acquired private label manufacturer Ralcorp Holdings. The transaction is expected to close by March 31.

December 2012—The Hillshire Brands Co. moved its headquarters from Downers Grove, Ill., to Chicago.

TOP 10 FROZEN BREAKFAST ENTRÉE PRODUCERS

	Dollar Sales	Dollar Sales % Chg Y Ago	Dollar Share of Type	Dollar Share of Type Chg Y Ago	Unit Sales	Unit Sales % Chg Y Ago
FZ BREAKFAST ENTRÉES	\$679,648,600	3.32	100.00	-	239,254,400	1.83
SARA LEE FOOD & BEVERAGE	\$252,147,600	(0.34)	37.10	(1.36)	72,488,110	2.90
PINNACLE FOODS GROUP, LLC	\$83,136,390	(7.66)	12.23	(1.46)	41,582,620	(11.51)
PRIVATE LABEL	\$77,878,670	2.55	11.46	(0.09)	35,219,310	(1.26)
KELLOGG CO.	\$74,077,760	6.88	10.90	0.36	26,745,690	3.65
HEINZ FROZEN FOODS	\$42,164,660	39.51	6.20	1.61	15,855,040	39.93
DE WAFELBAKKERS INC.	\$39,094,690	15.48	5.75	0.61	11,860,450	12.91
GENERAL MILLS INC.	\$20,897,010	(9.63)	3.07	(0.44)	8,255,109	(4.99)
BAKERY CHEF INC.	\$15,848,210	(12.00)	2.33	(0.41)	4,623,180	(15.06)
RICH PRODUCTS CORP.	\$15,461,470	10.12	2.27	0.14	3,472,370	2.29
CONAGRA FOODS INC.	\$10,057,190	66.80	1.48	0.56	3,695,098	37.07

Total U.S. Multi-Outlet (Supermarkets, Drugstores, Mass Market Retailers, Military Commissaries and Select Club & Dollar Retail Chains). Latest 52 Weeks Ending Jan 27, 2013. Source: SymphonyIRI Group.

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MEAT, POULTRY & SEAFOOD

Rank	Company Name	HQs	Top Executive	2012 Sales	Fiscal Yr Ended	Product	No. of Plants
1	Tyson Foods Inc.	Springdale, AR	Donnie Smith, president, CEO	\$33.3B	Sept. 29, 2012	Chicken, beef, pork	90
2	JBS USA(1)	Greeley, CO	Andre Nogueira, CEO	\$19.8B**	March 15, 2012	Beef, pork	11
3	Cargill Meat Solutions(2)	Wichita, KS	Jody Horner, president	\$18B		Beef, pork, turkey, chicken wings	34
4	Hormel Foods Corp.	Austin, MN	Jeffrey Ettinger, chairman, president, CEO	\$8.2B**	Oct. 28, 2012	Pork, turkey	41
5	Pilgrim's Pride Corp. (1)	Greeley, CO	William Lovette, president, CEO	\$8.1B	Dec. 30, 2012	Chicken	29
6	National Beef Packing Co. LLC	Kansas City, MO	Tim Klein, president, CEO	\$6.8B		Beef	6
7	OSI Group LLC	Aurora, IL	Sheldon Lavin, chairman, CEO	\$5.9B	Dec. 31, 2012	Beef, pork, poultry	50
8	The Hillshire Brands Co.	Chicago, IL	Sean Connolly, CEO	\$4B*	June 30, 2012	Pork, beef, turkey	10
9	Sanderson Farms Inc.	Laurel, MS	Joe Sanderson, Jr., chairman, CEO	\$2.86B**	Oct. 31, 2012	Chicken parts	10
10	Koch Foods LLC	Park Ridge, IL	Joseph Grendys, president	\$2.8B		Chicken	18
11	American Foods Group, LLC	Alexandria, MN	Tom Rosen, CEO	\$2.4B	Sept. 29, 2012	Beef	12
12	Keystone Foods, LLC(3)	West Conshohocken, PA	Frank Ravndal, Jr., CEO	\$2B	Dec. 29, 2012	Beef, poultry, fish, pork	10
13	Wayne Farms LLC(4)	Oakwood, GA	Eiton Maddox, president, CEO	\$1.75B	March 31, 2012	Chicken	11
14	Butterball LLC	Garner, NC	Rod Brenneman, president, CEO	\$1.5B		Turkey	5
15	AdvancePierre Foods	Cincinnati, OH	William Toler, CEO	\$1.5B	Dec. 31, 2012	Value-added proteins	6
16	Perdue Farms Inc.	Salisbury, MD	James Perdue, chairman	\$1.39B	March 31, 2012	Chicken, turkey	7
17	Greater Omaha Packing Co. Inc.	Omaha, NE	Henry Davis, president, CEO	\$1.1B		Beef	1
18	High Liner Foods	Lunenburg, Canada	Henry Demone, president, CEO	\$940M**	Dec. 29, 2012	Seafood fish fillets, shellfish	4
19	Beef Products Inc.	Dakota Dunes, SD	Eldon Roth, CEO	\$400M		Beef	4
20	Golden State Foods	Irvine, CA	Mark Wetterau, chairman, CEO	\$350M	Dec. 29, 2012	Beef patties	1
21	Mountaire Farms Inc. (5)	Millsboro, DE	Paul Downes, president, CEO	\$246M	Nov. 30, 2012	Chicken	3
22	Fieldale Farms Corp.	Baldwin, GA	Thomas Arrendale III, chairman	\$225M	Sept. 29, 2012	Chicken	3
23	Jensen Meat Co.	Vista, CA	Abel Olivera, COO	\$135M		Beef	1
24	John Soules Foods, Inc.	Liberty, TX	John Soules and Mark Soules, co-CEOs	\$100M	Dec. 29, 2012	Beef, chicken strips, steak strips	1
25	Simmons Foods, Inc.	Siloam Springs, AR	Todd Simmons, COO	\$70M*	Dec. 31, 2012	Chicken	7

* Company declined to confirm
** Company-wide
(1) Unit of JBS S.A.

(2) Unit of Cargill Inc.
(3) Unit of Marfrig Group
(4) Unit of ConAgra Cos.

(5) Unit of Mountaire Corp.