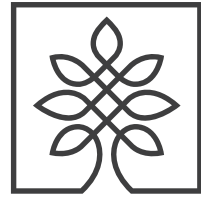




**PICNIC TIME  
FAMILY OF BRANDS  
COMPANY CULTURE BOOK**



# PICNIC TIME<sup>®</sup>

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FAMILY OF BRANDS

## OUR PURPOSE (AKA OUR MISSION STATEMENT):

To create products that inspire friends and family to come together and make lasting memories.

## VISION:

Make life a picnic!

**COMPANY CULTURE REFERS TO THE SHARED VALUES, BELIEFS, BEHAVIORS, AND PRACTICES THAT DEFINE AN ORGANIZATION'S CHARACTER AND HOW IT OPERATES.**

It encompasses everything from the company's mission and vision to its policies and procedures, the way employees interact with each other and with customers, and the overall work environment.

A strong company culture fosters a sense of belonging and purpose among employees. It helps to attract and retain top talent. It can also drive productivity and innovation, as well as promote a positive reputation for the company. Hmmm, this is starting to sound pretty good, isn't it? And we're only in the second paragraph!

**AT PICNIC TIME, WE BELIEVE IN A CONSCIOUS CULTURE.**

In a Conscious Culture, you don't clock in and out, you dial up your purpose. Every hour spent is an investment in your legacy, both within these walls and beyond. At Picnic Time, you're encouraged to push boundaries, to take risks, and watch them bloom into something magnificent. We operate on trust, not fear, and that trust fuels innovation. In a Conscious Culture, you're surrounded by partners, not peers. We're in this together, with our goals aligned and our sights set high. Here, you'll not only climb the ladder, but you'll forge your own path, leaving an impact that resonates long after your final picnic. In a Conscious Culture, you're not just working, you're living.



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## SOME KEY ELEMENTS OF CONSCIOUS CULTURE INCLUDE:

**VALUES AND PURPOSE:** The core principles that guide the organization and its employees.

**COMMUNICATION STYLE:** How employees communicate with each other and with customers, and the tone and language used.

**LEADERSHIP STYLE:** How managers and executives lead and motivate their teams.

**WORK ENVIRONMENT:** The physical and virtual spaces in which employees work, including office layout and technology tools.

**EMPLOYEE WELL-BEING:** How the organization supports and promotes the health and well-being of its employees.

**DIVERSITY AND INCLUSION:** How the company fosters a diverse and inclusive workplace culture.

**REWARDS AND RECOGNITION:** How the company recognizes and rewards employees for their contributions and achievements.

**TEAMWORK AND COLLABORATION:** How employees work together and collaborate to achieve common goals.

It's important for a company to develop a culture that aligns with its goals and values, and to actively foster that culture through communication, training, and incentives. A positive company culture can have a significant impact on employee satisfaction, productivity, and overall business success.

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## VALUES AND PURPOSE:

### CORE VALUES

Picnic Time strongly believes that a “brand” is simply an extension of a company’s culture. The culture of a company is what drives its everyday interactions, decisions, and path, both internally and externally. A company’s culture is developed, maintained, and enhanced through commonly held core values.

**PASSION:** We value positivity, determination, and drive. Passion is the force that keeps us motivated in all we do.

**PRODUCTIVITY:** We value effort and dedication to always producing quality work as efficiently as possible.

**GROWTH:** We value commitment to positive change, through education, attitude, and strategic planning for the individual and for the company as a whole.

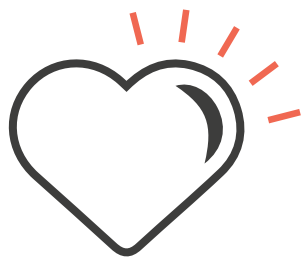
**SERVICE:** We value those who go above and beyond to provide exceptional service to both our internal and external customers.

**INNOVATION:** We value creativity, finding solutions, new ways of thinking, new products and processes and not being afraid to fail in the pursuit of success.

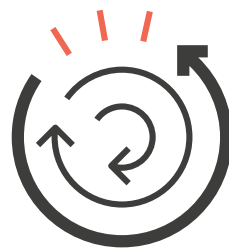
**COLLABORATION:** We value positive team spirit and cooperation with our internal team as well as with customers and suppliers so that we can succeed together.

**INTEGRITY:** We value honesty, fairness, transparency, and having the courage to do what we know is right.

**FUN:** We value the pursuit of happiness in all we do, a sense of humor and the knowledge that if we are not enjoying what we do, we should be doing something different.



PASSION



PRODUCTIVITY



GROWTH



SERVICE



INNOVATION



COLLABORATION



INTEGRITY



FUN

## COMMUNICATION STYLE:

**AT PICNIC TIME, WE VALUE CLEAR COMMUNICATION, DATA-DRIVEN DECISIONS, AND INNOVATIVE THINKING.**

Writing things down ensures clarity and avoids misunderstandings. We favor concise, easy-to-understand language over complicated jargon.

Data is our compass, guiding our decisions with objective facts. We encourage critical thinking and welcome diverse perspectives to identify the best solutions.

Meetings are streamlined and productive. Preparation is key, ensuring focused discussions and efficient use of everyone's time.

We embrace diverse viewpoints and encourage open communication. We believe that different perspectives lead to stronger ideas and better solutions.

Continuous learning and growth are essential. We're always open to feedback and embrace challenges as opportunities for improvement.

We celebrate our successes together. Recognizing the collective effort behind our achievements fosters teamwork and a sense of shared accomplishment.



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## LEADERSHIP STYLE:

**WHILE EACH LEADER OR MANAGER WILL HAVE THEIR OWN UNIQUE STYLE OF LEADERSHIP, PICNIC TIME'S CULTURE FAVORS A PARTICIPATIVE LEADERSHIP STYLE, ALSO KNOWN AS DEMOCRATIC LEADERSHIP.**

It is a leadership approach in which the leader involves subordinates or team members in the decision-making process. In this style, the leader encourages open communication and active participation from everyone involved in the team, and the decision-making process is decentralized.

The leader provides guidance and direction, but the team is encouraged to share their ideas, opinions, and suggestions. The leader then considers the input from team members before making a final decision. This approach values the input and opinions of all team members, and fosters a sense of ownership and accountability among team members. Participative leadership is successful in situations where the team is highly skilled and experienced, or when there is a need for creativity and **innovation**.

Another key component of our leadership style is covering the 'why'. To encourage buy-in (aka **passion**) and, more importantly, **growth**, it's critical that the leader provide their team with reasoning into why the task is necessary. What will their team's effort result in? Why is it necessary? What are the benefits? Assigning tasks without context or the expected output is a quick path to mistakes, lackluster results, and disengagement by team members. When we are all on the same page as to where our work is taking us and for what purpose, we all win.

Finally, in order to achieve the 'why', we have found that it is very important to think outside the box. Encouragement of looking at each situation with a fresh set of eyes is the key to both the development of the individual and the company as a whole. **Innovation** goes beyond our products. We should be innovative in the way we approach all tasks, opportunities, and obstacles.

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## WORK ENVIRONMENT:

The **PHYSICAL ENVIRONMENT** is an important aspect of creating a pleasant work environment. We believe a well-designed physical environment can promote employee well-being, enhance **productivity**, and boost job satisfaction. In addition to a safe and clean facility, here are some ways in which the physical environment can be emphasized to create a positive work environment:

**NATURAL LIGHT:** Natural light has been shown to enhance employee well-being and **productivity**. Offices with ample natural light can create a sense of openness and positivity, reducing stress and boosting mood. While our buildings don't always allow for this in every workspace, we do our best to optimize the use of lighting.

**COMFORTABLE TEMPERATURE:** A comfortable temperature is essential to creating a pleasant work environment. Offices that are too hot or too cold can negatively impact employee **productivity** and well-being. Picnic Time uses Nest to regulate temperatures in all office spaces.

**ADEQUATE VENTILATION:** Now, more than ever, adequate ventilation is important for maintaining good air quality in the workplace. Poor air quality can lead to health issues such as headaches, fatigue, and respiratory problems. Picnic Time uses ionized ventilation system and HEPA filters to ensure good quality air flow.

**ERGONOMIC FURNITURE:** Ergonomic furniture such as adjustable chairs and desks can promote good posture, reduce physical strain, and improve employee comfort. Employees have the option of standing desks, dual monitors, wellness mats and foot rests.

**NOISE CONTROL:** Noise can be a major distraction in the workplace, negatively impacting **productivity** and employee well-being. Noise control measures such as soundproofing, white noise machines, and private meeting spaces help create a quieter, more productive work environment. The one exception is the sales bell, and hopefully we all welcome that distraction!

**AMENITIES:** Gourmet coffee, hot and cold filtered drinking water, microwaves, toaster ovens, fridges, indoor and outdoor rest areas are accessible to all employees. Inspirational art, live plants, and essential aromas are also part of Picnic Time's strategy to create a pleasant working environment.

**TOOLS:** Picnic Time believes in having the best software, machines, and IT resources available to employees to perform at their best. This is a moving target and we are always striving to identify and implement the best tools for our success.

## EMPLOYEE WELLBEING:

**AT PICNIC TIME, PHYSICAL AND MENTAL WELLNESS IS A PRIORITY.** We believe that by taking care of ourselves, we are better equipped to take on challenges, are more engaged, less stressed and more **fun** to be around. Throughout the year, we organize and encourage social events such as group hikes, golf, spin classes, yoga, dining, bowling, art classes, escape rooms and picnics. We also have an entire month, Move-It-May, where we track steps for prizes and honors.

Picnic Time also sees giving back as part of our service to the local community. We contribute a percentage of profits from our Beach State brand to the Surfrider Foundation and volunteer for beach cleanup days throughout the year. Other charitable donations are chosen by the employees and come from our annual Giving-Tuesday online events.

In addition, as we constantly say, we sell **fun** stuff and we should have **fun** doing it! In addition to the above activities, our **SPAM (SUPPORTING PERSONNEL AND MERRIMENT) TEAM** organizes year-round events that allow us to “stay light” and create a stronger company bond.



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## DIVERSITY AND INCLUSION:

### **DIVERSITY AND INCLUSION ARE ESSENTIAL ASPECTS OF A HEALTHY AND PRODUCTIVE WORKPLACE.**

Diversity refers to the differences in personal characteristics among people in the workplace, such as race, gender, ethnicity, religion, age, sexual orientation, and physical abilities. Inclusion, on the other hand, refers to creating a culture where every individual feels valued, respected, and supported, regardless of their differences.

A diverse and inclusive workplace has several benefits. First, it promotes creativity and **innovation** by bringing together people with different perspectives and ideas. Second, it helps to attract and retain top talent from diverse backgrounds. Third, it improves employee morale and engagement by creating a sense of belonging and community. Finally, it enhances the organization's reputation and brand by demonstrating a commitment to social responsibility and fairness.

Picnic Time is dedicated to promoting diversity and inclusion in the workplace and implementing policies and practices that promote fairness and equity. This includes ensuring equal opportunities for recruitment, training, promotion, and pay. It is also committed to creating a culture of respect and support by fostering open communication, collaboration, and inclusivity.

Tying it all back to our purpose, we exist to bring people together, so focusing on diversity and inclusion is woven into our DNA (and our baskets!).

## REWARDS AND RECOGNITION:

### **PICNIC TIME RECOGNIZES THE NEED TO RECOGNIZE AND REWARD INDIVIDUAL AND TEAM ACHIEVEMENTS.**

For many positions where performance can be measured, we implement incentives and bonuses so that individuals are rewarded for team performance. Promotions, milestones, and wins are shared within the company during team meetings, in announcements, and, when appropriate, through social media.

We celebrate each other's wins with our PROPS (Peer's Recognizing Other Peer's Success) program where employees can share co-workers wins which results in credit toward merchandise.

## COMMITMENT TO GROWTH:

**AT PICNIC TIME WE BELIEVE IN THE IMPORTANCE OF EMPLOYEE HAVING A GROWTH MINDSET.** We believe that individuals can develop their abilities and intelligence through dedication, hard work, and perseverance (aka **productivity!**).

Those with a **growth** mindset tend to embrace challenges, see failure as an opportunity to learn, and persist in the face of obstacles. They view mistakes as part of the learning process and are motivated by the desire to continuously improve. This mindset can lead to greater success in various areas of life, such as academic and professional pursuits, as well as personal development.

Picnic Time supports **growth** by supporting training opportunities, subsidizing education, and encouraging new ideas with an acceptance of learning through failure, and making sure employees career goals are in alignment with their roles within the company.



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## TEAMWORK AND COLLABORATION:

**AT PICNIC TIME, WE WIN TOGETHER AND LOSE TOGETHER AS A TEAM.** We recognize that we would not be where we are without surrounding ourselves with the strongest team possible – a team that is composed of myriad voices, backgrounds, experiences, skills, and viewpoints. In addition to building a diverse team, we are committed to creating an environment where all voices are given opportunities and platforms to lead. Team members have the feeling and reality of belonging, and all individuals can **grow** and develop to their potential. Picnic Time is made up of many small departments of four to eight people that will **collaborate** with multiple departments on any given project. This richness of knowledge and perspectives leads to well-rounded decision making and shared responsibility.

This teamwork extends beyond our internal teams too. We are committed to partnering with all those that we interact with, including customers, consumers, suppliers, and other vendors. Our **service** to these stakeholders, both internal and external, is what creates mutual success, which is what is necessary for us to thrive.

## TRUST

**A TRUE, POSITIVE COMPANY CULTURE CANNOT EXIST WITHOUT TRUST.** In order to make all of the above possible, Picnic Time is committed to ensuring that **integrity** is part of the foundation of the company. We believe that transparency and fairness is a basic need. This, too, extends beyond just the internal confines of the company. Establishing trust with all those that we do business with is a priority. “The best thing you can do as a manager right now is suspend your disbelief and put utmost trust and confidence in your employees that they will do the right thing – which they will if employers provide a supportive structure” Brian Kropp, VP, Research, Gartner.

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## PICNIC TIME CULTURE IN THE WORDS OF THOSE WHO LIVE IT (THE EMPLOYEES)

The company culture at Picnic Time is the best company culture I have had the joy of working around. Everyone at the company is friendly and accepting from the top down. The values and purpose of the company are rooted in family values. The communication style is casual and respectful, often times funny and enjoyable without sacrificing hard work and diligence. The leadership is clear and constant with the top brass having their hands in everything without the vibe of control or over-bearing. The physical work environment is constantly being upgraded; its clean, inviting, and makes you want to be present. Employee well-being is constantly a point of interest for those in charge, with **fun** initiatives and outings being organized to promote health and **fun**, not to mention that there is great insurance, and never any trouble if you need a mental health day or time away for appointments. Diversity and inclusion is evident, no employee I have spoken to has ever felt anything less than full acceptance. Rewards and recognition are never in short supply, with major accomplishments and reasons to celebrate being broadcast and announced to everyone. Teamwork and **collaboration** are at the heart of how the company is able to operate with most departments working together as a team but also with other departments, as a necessity to accomplish things optimally, and it is always without strife and genuinely enjoyable. Everyone at Picnic Time is genuine and willing to help, and it makes doing your job easy - even when you are unsure of something or trying something new.

**LUKE H. EMPLOYEE SINCE 2021**

The company culture at Picnic Time is **fun, collaborative**, and overall supportive of employees and their well-being not just at work, but at home. Aside from my job, I enjoy the atmosphere and company events that Picnic Time puts together.

**RACHEL C. EMPLOYEE SINCE 2016**

Picnic Time has a **passion** for its products and its people. Picnic Time values its employees by promoting positive and open communication and **collaboration** within teams and with upper management. I love that Picnic Time is constantly thinking of ways to improve. Whether it be with **innovative** products, finding new ways to engage employees, or looking for new ways to create a **fun** atmosphere.

**ANONYMOUS EMPLOYEE SINCE 2019**

Some of the words that come to mind about how we interact and our culture: caring, friendly, **collaborative**, supportive, genuine, relaxed, hard-working, dedicated, open. I like our vision and I like the people. I like the shared challenge of making better products and getting them in more hands so people can enjoy them.

**KEVIN G. EMPLOYEE SINCE 1989**

I love our company culture. As a whole, it really seems like people WANT to be here. It really feels like a team and I constantly feel supported by my teammates. We're all on the same page and it just always feels so positive. We're in this together. The people and the purpose. I love why we do what we do and I love who we do it with.

**PAUL C. EMPLOYEE SINCE 2011**

Our company culture is very inclusive, **productive**, and **fun**. Our leadership team strives to make our environment a wonderful and **fun** place to be. Everyone helps one another to get the job done. We are a family! I love when I come to work people are smiling and genuinely seem happy to be there. I also like if you are having a down day, someone or multiple people are there lifting you up. Makes you feel special. Crazy enough, life events, such as COVID. I have never seen a team come together so fast and stay so vigilant than when COVID lockdown came. It was like a fire was lit under each person and success was EVERYONE's goal.

**TIFFANY B. EMPLOYEE SINCE 2010**

It's in the name: Picnic Time FAMILY of Brands. Working for Picnic Time truly feels like being part of this wonderful, caring, and diverse bunch of people who are united by the drive to make our customers happy with awesome products and **service**. We care about what we do, why we do it, and how we do it and we have **fun** along the way. But most importantly, we care about each other and have each other's backs.

**ANETT W. EMPLOYEE SINCE 2018**

A lot of companies use that same old tired line about "we're like a family," but Picnic Time is probably the only place I've worked that lives up to it. I never feel like I'm being told or ordered to do something in isolation and I never feel like the things I do are for my own personal gain. Everything is a **collaborative** effort or in service to a larger goal, and tasks are given in a way that reflects that. I believe that we genuinely like each other. We like spending time together. We're united by our purpose to make great stuff and provide great **service** to our customers and each other. We want to see this company succeed.

**COLIN A. EMPLOYEE SINCE 2021**

Literally one of the best working environments I've ever been part of! I think it starts at the top with great executive leadership! Combining **passion** for the business and compassion for the people - there's a vibe that permeates throughout the organization and helps to make people feel like they are part of something special. People work best for managers who they respect and who respect them. Fear and an iron fist are never good motivators but are unfortunately common outside of Picnic Time.

**JASON M. EMPLOYEE SINCE 2020**

Picnic Time has a great combination of values, ethics, goals, and management. The company culture respects and trusts employees while promoting a sense of belonging and community. This encourages open communication and boosts morale so that everyone wants to perform at their best and not let anyone down as we are all in this together (as a team). Everyone is friendly, cooperative, and focused. I see very little (if any) office politics and instead a shared determination to bring our A-game every day, while also placing a high value on a positive and supportive workplace atmosphere. I think the SPAM team is great at connecting the team. Team outings, bonding, group events where folks connect, monthly calls, in-person events, and the overall attitude and support of the management team unite us.

**ANONYMOUS EMPLOYEE SINCE 2019**

I really enjoy our company culture. Leadership styles from my direct supervisor all the way up the chain I find to be down to earth and approachable. They are all great coaches! Work environment is great although I only enjoy those a couple days a week. It is a diverse group of people, which I really enjoy. I will just say what a stark difference today's Picnic Time has become. It came a REALLY long ways!

**CHRIS M. EMPLOYEE SINCE 2017**

Everyone is working toward the same goal. There's always someone who genuinely wants to help you with what you are working to achieve. Do you know how everyone at Trader Joe's has a role like they're working on a ship (ie. Crew, Mate, Merchant, Captain)? That's kind of how I feel we are. Not necessarily specific to those roles, but how we are all in this together. I enjoy the Company's aura of positivity.

**GUY E. EMPLOYEE SINCE 2014**

I would describe our company culture as lively, kind, and hard working. The culture includes great people with great energy! I love the open communication and the ideas shared between myself and my coworkers.

**MADISON M. EMPLOYEE SINCE 2021**



I think we generally have a culture that supports employees. (see spam activities) Managers are focused on supporting team members and challenging them to work together and achieve group goals. I most enjoy the atmosphere of trust and respect that I observe throughout the organization. This is a legacy from Mario & Gustavo's leadership and makes working here a pleasure, even in stressful times. I feel what unites the Picnic Time Team is the energy we bring and eagerness to contribute.

**ANONYMOUS EMPLOYEE SINCE 2012**

I love the people. From day 1, I have felt like part of the family at Picnic Time. The incredible team of friendly and dedicated employees truly makes coming to work every day an enjoyable experience.

**ANONYMOUS EMPLOYEE SINCE 2014**

Transparent, Happy, Respectful.

Actually enjoying going to my job every day! I love a little bit of everything - the planning, communication with vendors, working with my co-coworkers, and being able to work from home is a blessing. Difficult duties from day to day and being able to support each other.

**NOEMI P. EMPLOYEE SINCE 2021**

Our company culture is goal oriented, modern, caring, **fun**, and supportive. I enjoy the people I work with. Everyone is respectful, trustworthy and appreciative. I like that management is family oriented, letting us enjoy those special moments with our families when needed. I like how management is hands on in the business and also make time to know us on a personal level. I like that Picnic Time is an open book and us the employees get to know the details on what's going on, the good and the bad.

**ANONYMOUS EMPLOYEE SINCE 2014**



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## WHY YOU SHOULD JOIN THE PICNIC TIME TEAM (ADVICE FROM CURRENT EMPLOYEES)

I would say that as long as you have a **passion**, desire to work hard, and ability to have **fun**, you're gonna do great!

If you want to work for a laid-back California vibing company look no further. Cool people and cool products make Picnic Time a great company to work for.

Everyone at Picnic Time cares. From the leadership to the front lines and everywhere in between, we are **passionate** about what we do and we are **passionate** about supporting one another.

Working at Picnic Time is very gratifying and **fun**! It is a positive environment that is humming with busyness. We have super **fun** products and a culture that is hard to match. Not every company is perfect, but Picnic Time strives to constantly improve and make it a **fun** and safe place to work. It's a nice place to work, highly rewarding atmosphere, up-to-date benefits.

Here's what I have told candidates: Don't be afraid to work for a small, family-owned business! It's what makes Picnic Time special. We're small enough to know each other well and we really care about one another. Being small means that there's little hierarchy and what you do will be recognized at the very top. If you invest yourself, the company will invest in you, help you grow in your career and make you feel like you belong.

I would say that they will be treated well by everyone here, welcomed in with open arms, and given the push to do great work that they will be proud of. It's an amazing environment where people are **passionate** and really care about each other and making an impact!

Picnic Time is an amazing company to work for. The people are friendly, supportive, and genuine. The work environment is positive, **collaborative**, and **fun**. I have worked at Fortune 500 companies before,

and I can tell you that Picnic Time is far superior in every way. Here, you will be valued for your unique skills and contributions, and you will be part of a dynamic and growing company with a bright future. You should apply!! Picnic Time it is a super awesome fast paced company to work for. We are a mid-sized family owned company that has been in business for over 40 years. The products we manufacture are super **fun** and all have the common thread of bringing friends and family together to create long lasting memories. There is lots of **collaboration** with other team members. It is a **fun**, eclectic, hard working group and please apply.

Having an open mind and embracing team spirit is crucial for any happy Picnic Timer. I would say if you are looking for an upbeat, hardworking environment, then Picnic Time is a great company for you.

Picnic Time is a small, family-owned business whose love for what they do shows in all aspects of work. From employees to products to day-to-day activities you can feel the love this company has for what they do and the products they offer to the consumer. Being a small company you might have to wear a few hats and find creative solutions to problems but there is a lot of room for **growth** and it's a great atmosphere to be in.

I would tell them that they will be gaining a family. A family who is full of knowledgeable people ready to share and help them **grow**. I would tell them this place has chill vibes. You will always be busy.

## A FEW CLOSING WORDS

Just because we have developed a Conscious Culture does not mean it is fixed. At Picnic Time, our culture is always evolving. As the company grows, we become wiser, our goals more ambitious, and our community more diverse, the culture organically transforms and needs to be continually redefined.

**WE EMBRACE THIS JOURNEY AND LOOK FORWARD TO SHARING IT WITH YOU.**

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## THE SHORT VERSION:

### WHO WE ARE:

The Picnic Time Family is all about the people. We're a diverse team of hard-working yet easy-going people that care about what we're doing. If it weren't for the amazing group of people at Picnic Time, we wouldn't be where we are today.

### WHAT WE DO:

We create quality, thoughtful, sustainable, **fun** products.

### WHEN WE DO IT:

We've been **innovating** since 1982 and we don't have any intention of slowing down. The hope is that we'll be here creating great stuff for your kids' kids' kids!

### WHERE THE MAGIC HAPPENS:

We were born in a small garage in West Hills, CA and moved to a bigger (ware)house in Moorpark, CA in 1990. We've been rockin the suburbs ever since!

### WHY WE DO WHAT WE DO (THIS IS THE BIG ONE):

Our purpose for existing is to bring family and friends together so that they can make lasting memories...because that's what happiness is all about. Each and every decision we make is ultimately geared toward that goal.

### HOW WE DO IT:

We're constantly driving towards our purpose via our eight core values of **fun, growth, integrity, collaboration, innovation, service, productivity, and passion.**

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