

ACME OVERVIEW & BRAND REFRESH

2024





FOUR GENERATIONS SINCE 1906, SINGULARLY FOCUSED ON SMOKED FISH

1906

IT STARTED WITH A DREAM

Harry Brownstein, our founder, had a dream for a smoke house while he was a smoked fish wagon-jobber.

1954

A SMOKEHOUSE IS BORN

With his sons, Harry built a smokehouse in Brooklyn and started smoking fish in 1954.

1980'S

GOING BEYOND THE DELI

The 3rd generation packaged smoked fish to be sold in retail stores, so it was more accessible.

NOW

SCALING WITH HEART

The 4th generation looks to the horizon with respect for tradition and an innovative spirit with new start of the art facilities and supporting sustainable practices.



6
MANUFACTURING
FACILITIES

1,100
EMPLOYEES

5
SMOKING
LOCATIONS

20 MILLION
POUNDS OF FISH
ARE SMOKED
EVERY YEAR.



QUALITY IS OUR OBSESSION



BEST RAW MATERIALS

Premium smoked fish starts with **the best raw materials available**. We devote a great deal of energy to ensure our process begins with fish that is high quality in both freshness and food safety.



NORTH AMERICAN AND BEECH WOODS

We only use natural woods to slowly and expertly smoke our fish. **One batch at a time.**



EXPERT FISH SMOKERS

We have the most experienced smoked fish team in the industry, with an average of **20 years of experience** among key production team members.



WE TAKE FOOD SAFETY WAY BEYOND SERIOUSLY

Facilities are designed with **best-in-class food safety controls** and processes

Highly skilled team with advanced degrees from Masters to PhD, specializing in Food Science, Food Safety and Food Engineering

Strong research alliances for over 20 years with top academic institutions, such as **Cornell University**, to develop technologies and practices aimed to minimize and eliminate food safety risks.





SUSTAINABILITY IS AT THE CORE OF OUR DECISION MAKING.

98% of all the salmon we source is certified under one of the eco-certifications recognized in the GSSI (Global Sustainable Seafood Initiative) benchmark.

Acme employs Trace Register so that you can be certain about where your fish comes from.

1% of Cold Smoked sales donated towards Climate initiatives.



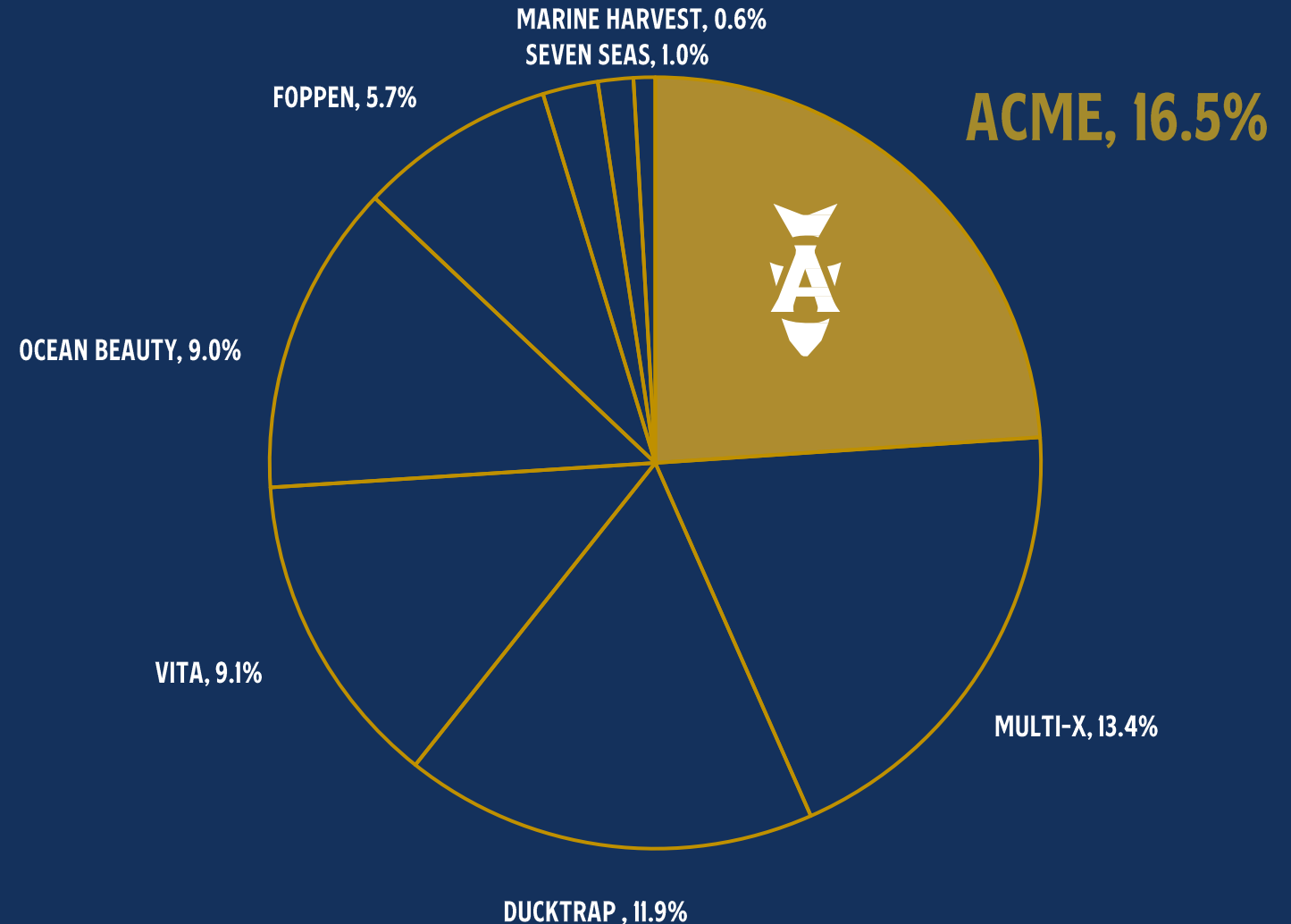
**AS THE MARKET LEADER,
WE ARE UNIQUELY POSITIONED
TO GROW THE CATEGORY**

Acme is the leading brand in Cold Smoked.

Most extensive product portfolio encompassing Cold Smoked, Hot Smoked, Salads and Herring products.

Your one-stop shop.

COLD SMOKED SHARE BY COMPANY (TOTAL US)

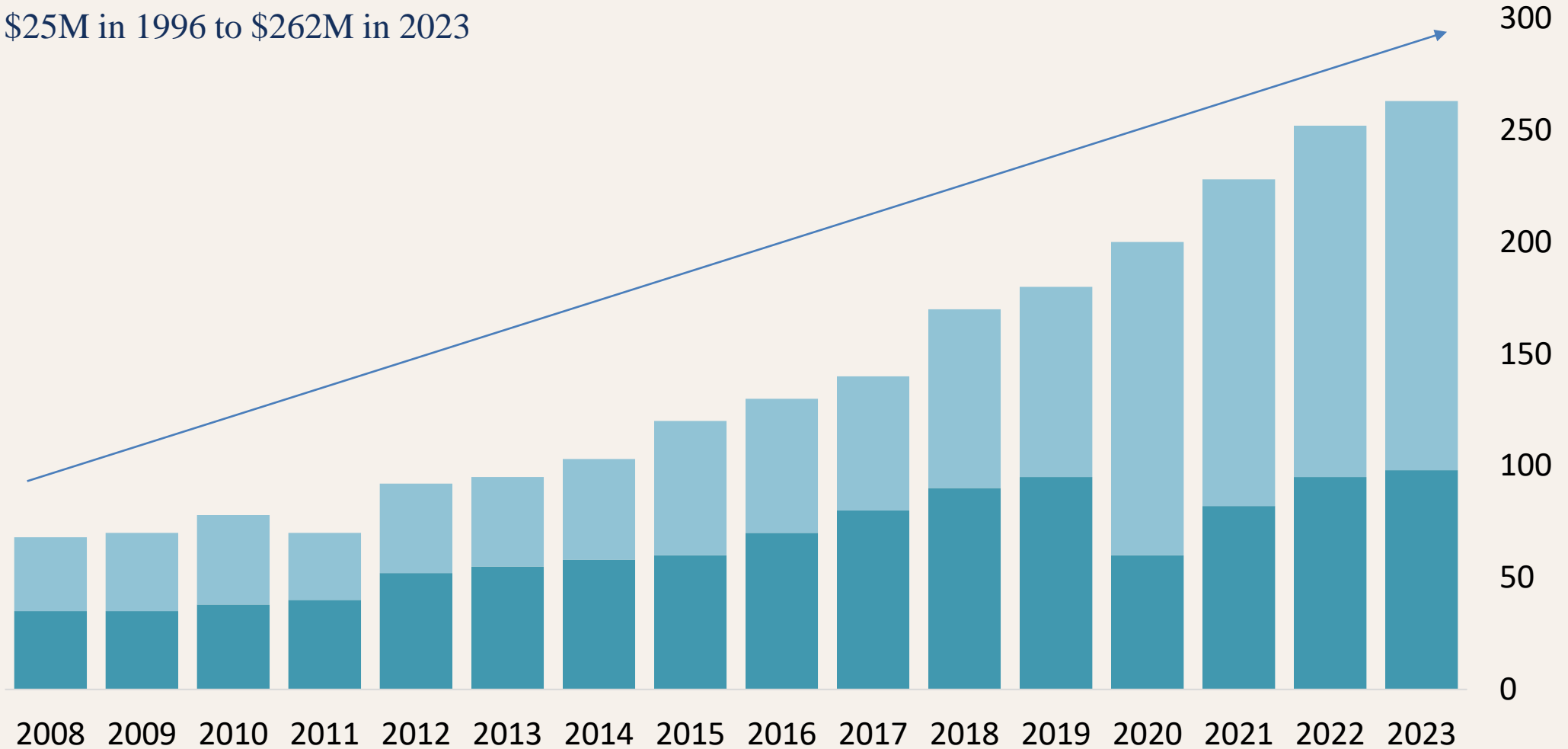


Source: IRI 52-wks 2.25.24



WE GREW OVER 10X in the last 25 years

From \$25M in 1996 to \$262M in 2023



 Retail Sales

 Food Service Sales





TIME TO GROW THE CATEGORY IS NOW!

PRIMED FOR GROWTH

Household penetration is still low, but has a strong, devoted following.

ON TREND

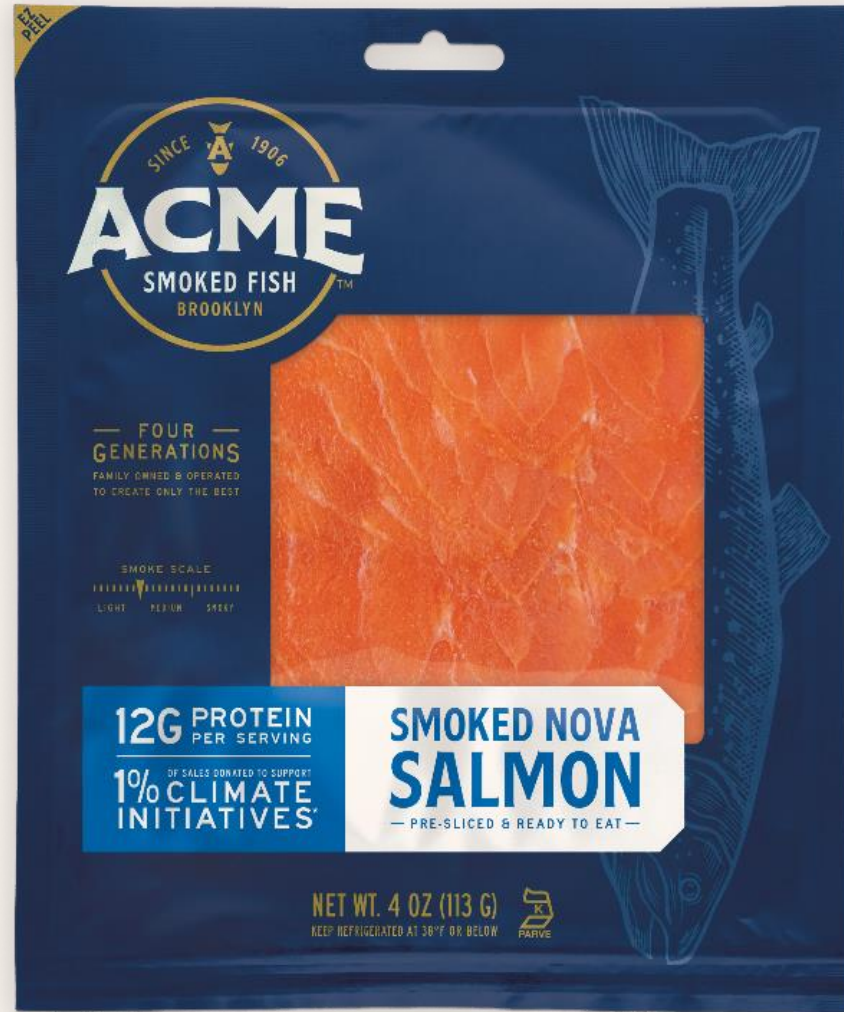
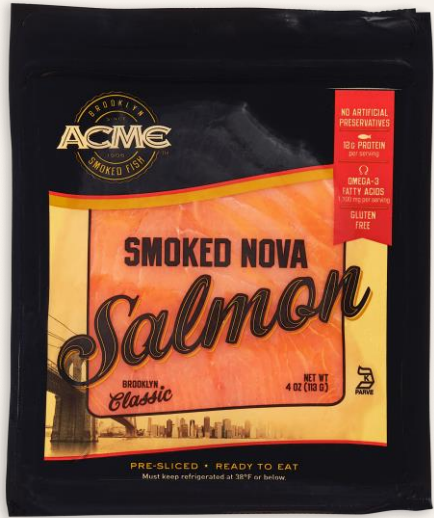
Consumers perceive smoked fish as healthy and indulgent.

GROW CONSUMPTION BY

Bringing new and younger consumers into the category. Increasing frequency of current consumers by expanding eating occasions.



REFRESHED AND READY TO GROW!



CONSUMERS LOVE THE NEW DESIGN

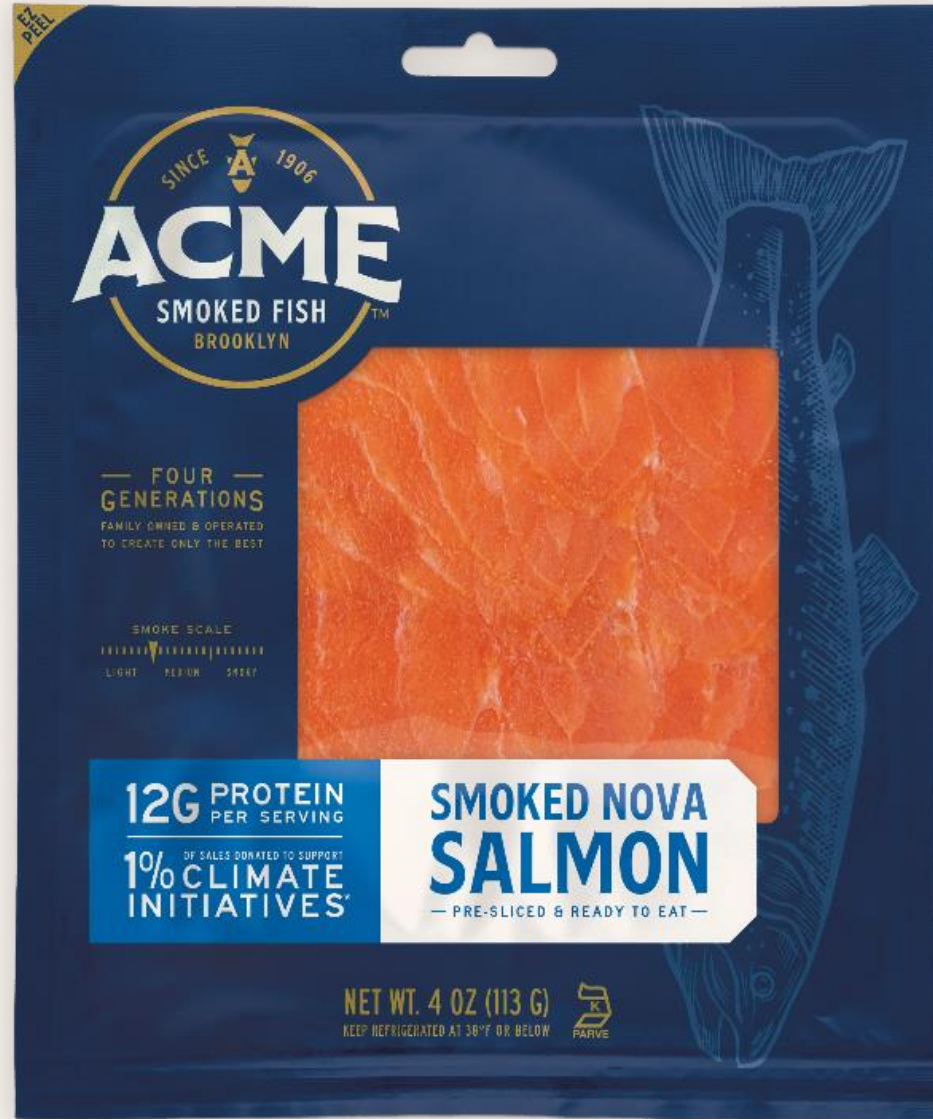
EASY OPEN design allows you to pull the first slice from the top without removing the whole board

LOGO updated and enlarged for easier location at shelf

CRAFT & HERITAGE statement of four generations, family owned and operated

PROTEIN levels front and center since it's such a desired nutrient

SUSTAINABILITY commitment spelled out clearly



COLOR: Fresh new blue color that consumers preferred as “more eye catching”

WINDOW is enlarged and no words getting in the way of seeing the delicious fish

SMOKE METER to show the level of smokiness in each item

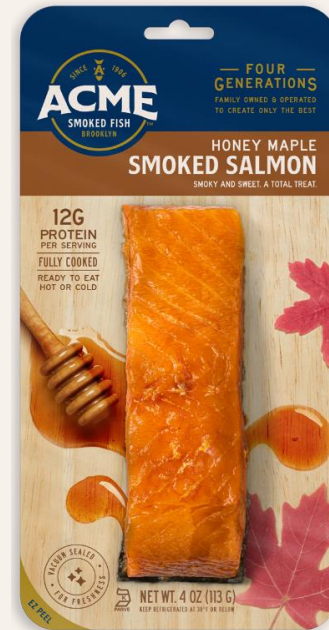


COLD SMOKED FLAVORED LINE



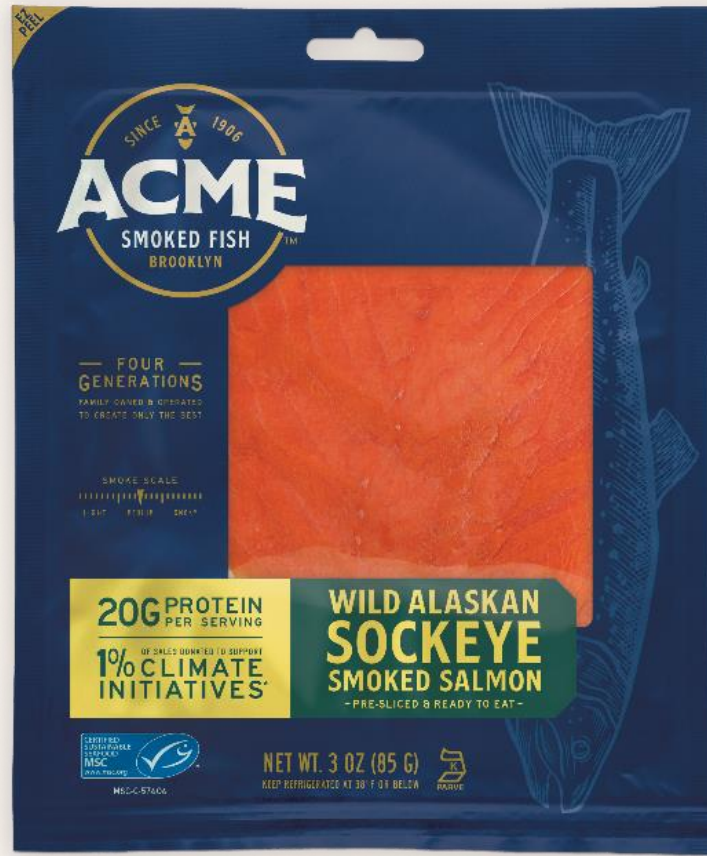
NEW ADDITIONS

SNACKING ON-THE-GO + HOT SMOKED (Available Now)



NEW ADDITIONS

COLD SMOKED



Available Now



Coming 2H 2024



SALADS & HERRING



SUPPORTED WITH BRAND INVESTMENT

