



PARTNER PROFILE



Von Hanson's Meats

Background

Von Hanson's Meats opened its first local market in 1984, and although it has grown to operate 24 locations, it is still the 'Cheers' of its kind. Customers become regulars, and many are the children of the original patrons. It has a company culture of promoting from within, and many employees have expertise that spans decades.

Jon and Craig were two such employees who wanted to license the powerful brand for their own venture. They shared a vision to take their seasoned pretzels nationwide. Leadership at Von Hanson's Meats believed in them and gave their support.



Store Presence

- 24 locations
- Six SKUS of unique flavors
- Seven-ounce sharable tubs

Outcome

In addition to giving their support to license the brand, Von Hanson's Meats also carried the new pretzel assortment in the markets. Having a very strong reputation of offering the best quality meats, it was important for continuity on the snacks side, as well.

They started with a sampling program, and the pretzels quickly caught on and became a good seller. Manager Phil Carlson says, 'we like to knock it out of the park for people. And customers say these pretzels are just so addicting!' Over time, many began to make trips to the market just to get the pretzels.

Leadership at Von Hanson's Meats is proud of the success of Jon and Craig's vision, but they are not surprised. They avoid investments in things that have a potential for failure, and knew this model was a good one. "Our success stems from believing in people. You're stronger when you go through something together." And together, both businesses are growing under the Von Hanson's brand.

"It's very fulfilling to see Jon and Craig take the idea and follow through in a world where virtue is sometimes lacking. We believed in them."

- Phil Carlson, Manager

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