What's Cooking At Bruce Foods

Acquisitions And International Markets Are Responsible For The Growth Of This Family-Owned Business.

By Leslie Turk
Photos By Robin May

BRUCE FOODS DOES ABOUT ONE-FIFTH OF ITS BUSINESS OVERSEAS.

F or decades the Bruce family at Bruce Foods Corp ran a quaint company. Scraped off by and sold to a manufacturer like Trumpet and Mill honey! Yes, it seems to count for something.

This was out of the picture. "We just didn't have the kind of quality that people are looking for," said Bruce Foods president John R. Bruce. "It was a very small business, and we felt we should have a new image and a new look.

Lastly, though, even if it works, I don't think it would be noticeable because of the size. It's playing in the market." The family's $300 million food empire includes Bruce Foods Corp, its mainstay throughout the United States—which brings in about 50 percent of its business—and a host of other enterprises around the world.

Last year, the company's sales topped $250 million, with flagship Bruce Foods bringing in $100 million. Bruce Foods also makes its own products, including a line of houseware products such as soup and jam. The company's annual report says, "We've grown by 20 percent each year for the past 10 years."

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B ristow Foods Corp. is enjoying increased recognition as a producer of convenience foods and frozen food products, primarily in the frozen dinner market. The company, based in Kansas City, Mo., is a leading frozen food manufacturer in the United States.

B ristow's success is due to several factors, including its focus on high-quality products, strong marketing efforts, and efficient production processes. The company's reputation for quality has helped it maintain a strong market position, even in a competitive industry.

B ristow Foods Corp. was founded in 1956 by Harry B. Brust, who had previously worked for several other food companies. Brust's experience in the industry was instrumental in his success, and he quickly established a reputation for producing high-quality products.

The company's frozen dinner line includes a wide variety of products, from entrees to side dishes. These products are available in both retail and food service channels, and Bristow Foods has been successful in expanding its market reach.

B ristow Foods Corp. has also been recognized for its commitment to sustainability. The company has implemented several initiatives to reduce its environmental impact, including using recycled packaging materials and reducing waste.

The company's success has not gone unnoticed, and Bristow Foods has received numerous awards and recognition for its products and business practices. These accolades serve to further enhance the company's reputation in the industry.

In conclusion, B ristow Foods Corp. is a leader in the frozen dinner market, and its success is due to its focus on high-quality products, strong marketing efforts, and efficient production processes. The company's future looks bright, and it is poised to continue its growth and success in the industry.
FROM PEPPERS TO TACO SHELLS

Browns' but was only the first in a series of significant acquisitions for Brown's Food Co., Inc. By 1960, the company was a major player in the food industry, with several successful brands in its portfolio.

The company was founded in 1928 by William Brown, a successful businessman who had started his career in the food industry. He saw an opportunity to expand his business by acquiring smaller companies that produced popular products.

In 1930, Brown's Food Co., Inc. purchased two small companies that produced fresh vegetables. Two years later, the company purchased a large competitor that produced canned vegetables, which expanded its product line to include a variety of food items.

In 1950, Brown's Food Co., Inc. acquired a company that produced frozen vegetables, which became one of its most successful products. The company continued to expand its product line over the years, becoming one of the largest food producers in the United States.

In 1970, Brown's Food Co., Inc. purchased a company that produced ready-to-serve meals, which became another successful product line. The company continued to grow and expand its operations, becoming one of the largest food producers in the world.

Today, Brown's Food Co., Inc. is a major player in the food industry, with a diverse product line that includes fresh vegetables, canned vegetables, frozen vegetables, and ready-to-serve meals. The company continues to innovate and expand its product line, ensuring that it remains a leader in the food industry.

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A concern for the well-being of people is evident in E. J. Brown's modest demeanor. He is a soft-spoken, mild-mannered man who is always ready to listen and learn. His family is very important to him, and he often speaks about the importance of family in his business decisions.

In recent years, Brown has focused on expanding the company's product line into new markets. This has included the development of new products, as well as the expansion of existing ones. Brown is always looking for ways to improve the quality of his products and to meet the needs of his customers.

Brown's Food Co., Inc. is a model of what a successful family business can be. The company is committed to its values, and it is a testament to the importance of family in the world of business.