



Wald

FAMILY FOODS



WaldFamilyFoods.com



DRIVEN BY FAMILY, RIGHT FROM THE BEGINNING

Tony and Barbara Wald have always had an entrepreneurial spirit. In 1982, they acquired Munch Box Snack Food Company in Fridley, MN, followed by the purchase of Convenient Food Mart in White Bear Lake, MN, in 1984. To manage their growing ventures, they founded TOBA, bringing their businesses under one corporate umbrella. At the same time, Tony was building a distinguished career at Nash Finch Company, where he made history as the youngest vice president in 1989.

However, a tragic accident five years later involving Nash Finch's CEO, a close personal friend of Tony, altered the course of his career. In 1995, Tony decided to redirect his path and purchased The Thompson Company in Grand Island, NE. What began as a small candy and tobacco distributor soon transformed

into one of Nebraska's fastest-growing broadline foodservice companies.

Over the next two decades, the Walds continued to expand the business. They acquired P.A. Braunger Foods in Sioux City, IA in 2001, DI Manufacturing in Omaha, NE in 2003, Variety Foods in Sioux Falls, SD in 2007, and Taste Traditions in 2012. In 2017, the family sold their three distribution companies to US Foods and shifted focus solely to food manufacturing. To signal their long-term commitment to the business and their team, they rebranded as Wald Family Foods in 2018, alongside the acquisition of a third manufacturing facility in McPherson, KS. In 2023, Wald expanded by acquiring its largest facility to date — a 252,000-square-foot location in Burlington, IA with plans to open in 2025.

Tony and Barbara's sons, Bob and Tom, joined the company in 1996 and 1998, respectively, with Bob overseeing operations and Tom leading sales and marketing. Tony remains actively involved as Chairman, and a third generation of the Wald family, Brayden, joined the business two years ago.

Although Wald Family Foods is a family-owned enterprise, its employees are the heart of the company, fostering a safe and friendly atmosphere. As a growth-oriented business, Wald is committed to expanding both internally and through strategic acquisitions, continuously enhancing its capabilities to serve clients as a trusted solutions provider.



Bob Wald
Chief Operating Officer

Tony Wald
Chairman of the Board

Tommy Wald
Chief Executive Officer



Above all else, we value the safety of our employees who are the backbone of our operations. The Waldsafe safety program is a company-wide initiative to continuously improve the level of safety in our facilities.

Through this campaign, Wald Family Foods strives to reduce the number of accidents that occur at our facilities, instill in every team member a deep knowledge of safe methods and procedures, and make safety resources easily accessible to all.

SAFE PEOPLE. SAFE FACILITIES. SAFE FOOD.

2021

96 ACCIDENTS

2022

88 ACCIDENTS
8%
IMPROVED

Waldsafe program is announced.

2023

16 ACCIDENTS
82%
IMPROVED



Waldsafe website and blog launches.

2024

4 ACCIDENTS YTD
75%
IMPROVED



Waldsafe Challenge Coin is created.

C Street wins safest facility - **0 ACCIDENTS IN THREE YEARS!**



QUALITY YOU CAN COUNT ON

Our Quality Assurance team strives to maintain the highest standards across all facility locations.

Led by our Director of Quality Assurance, who oversees operations at every facility, we ensure consistency and excellence in every product. Each location has a designated Quality Assurance Manager responsible for on-site oversight and implementation of best practices. Additionally, our team includes 13 QA leads and technicians who work to monitor, test, and verify that our food consistently meets safety and quality guidelines.

This multi-layered approach guarantees that our customers receive only the best, ensuring safety, compliance, and satisfaction at every production stage.

WE ADHERE TO

- Good Manufacturing Practices (GMP)
- Sanitation Standard Operating Procedures (SSOP)
- Hazard Analysis Critical Control Point (HACCP) Plans

F STREET	C STREET	BRIDGER COURT
 	 	 
<p>✓ ZERO RECALLS IN HISTORY</p> <p>✓ 18 CUSTOMER COMPLAINTS IN LAST 12 MONTHS = .0000038% OF UNITS SOLD</p>	<p>✓ ZERO RECALLS IN HISTORY</p> <p>✓ 27 CUSTOMER COMPLAINTS IN LAST 12 MONTHS = .0000052% OF UNITS SOLD</p>	<p>✓ ZERO RECALLS IN HISTORY</p> <p>✓ 13 CUSTOMER COMPLAINTS IN LAST 12 MONTHS = .00000145% OF UNITS SOLD</p>
	 	 
 	 	 

FOOD CAPABILITIES

PASTA & SAUCE

We use a two-part fill process with custom-made, durum wheat, double-walled noodles that are cooked al dente.

SOUPS

We use all-lean ground beef and all-white-meat chicken. Our soups have an 18-month frozen/5-day thawed shelf life and are full-strength ready to use (RTU).

ENCHILADAS & MEXICAN FARE

Bulk or retail options are available to sell from freezer, cold, or hot cases. We use no TVP or fillers. We're proud to serve fresh, lean ground beef and all-white meat chicken.

GLUTEN-FREE CHICKEN CHUNKS

YOUR BRAND, YOUR WAY

Flexibility is a necessary ingredient when creating custom solutions, and Wald Family Foods is constantly evolving and adapting to best serve our customers. With four food facilities, various manufacturing equipment, and more than 25 years of experience in the food industry, it's easy for our talented team to reconfigure to your brand's needs.

Wald Family Foods promises to never put your label on a product that doesn't represent your brand. Maintaining the product's signature quality and flavor that your customers have come to know and love requires a custom solution – and we guarantee to deliver.

GLUTEN-FREE, TAKE & BAKE, AND FLATBREAD PIZZAS

All gluten-free pizza is certified by the Celiac Support Association and produced in a gluten-free facility. High speed, automated lines provide consistent, cost-effective pizzas

OMAHA, NE

13335 C ST.
OMAHA, NE 68144
(402) 330-5650

QUICK FACTS

PURCHASED BY WALD 2003
NUMBER OF EMPLOYEES 60
SIZE 25,000 sq/ft

PLANT HISTORY

Founded by Robert and Pat Correa, Deli International (DI) Manufacturing initially focused on producing cookie dough and pizzas for the fundraising market. Robert Correa later developed a kiosk program with Sam's Club, allowing customers to build custom pizzas in-store. DI's capabilities expanded as they began filling production gaps for other Omaha-based food companies, manufacturing dog bones for Omaha Steaks and garlic bread for Conagra's Marie Callender brand.

After the passing of the founders, Tony Wald acquired the business in 2003. A local pizza chain, Godfather's Pizza, approached DI to produce gluten-free pizzas, marking a shift toward their core focus—topping gluten-free pizzas. This led to a partnership with Sam's Club under the Isabella's Best brand and an exclusive supplier agreement with a prominent consumer brand company to launch a 2-pack gluten-free pizza in Canada. The product line soon expanded into the US with more gluten-free offerings.

CAPABILITIES

- 2-lane pizza topping line with a throughput of 70 pizzas per minute
- Graco Saniforce cold-blend mixing system for sauce production
- Grote spot depositor for sauce application
- Deville cheese shredder and two Grote applicators for toppings
- Two-head pepperoni slicer
- Spiral freezer for product cooling
- STS wrapper and ADCO cartoner for packaging

TEAM MEMBERS

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BRAYDEN WALD
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OMAHA, NE

9097 F ST.
OMAHA, NE 68127
(402) 339-7000

QUICK FACTS

PURCHASED BY WALD 2012

NUMBER OF EMPLOYEES 75

SIZE 50,000 sq/ft

PLANT HISTORY

Mann's International Meat Specialties was founded in 1974 by Harold Mann. The business included manufacturing sausages, cured meats, smoked meats, canned meats, and other meat specialties. Harold Mann sold the company to a local investment group, and it was renamed Taste Traditions of Omaha.

Taste Traditions pivoted its core business to produce "boil in the bag" soups, chili, sauces, and mac and cheese. It also installed a line to produce 5, 6, and 7-oz chicken and beef enchiladas tailored for food service and the military. From 2004 - 2009, Taste Traditions was the exclusive supplier to Walmart Deli with its food service gourmet mac and cheese. In 2012, Wald Family Foods purchased Taste Traditions. They heavily invested in the operations to significantly increase the kettle and enchilada production while focusing on co-manufacturing and private-label partnerships.

CAPABILITIES

- Four 400-gallon kettles for soups, sauces, chili, and mac 'n cheese
- 16' pasta cooker that can process 3,500 pounds per hour
- Liquefier for incorporating solid and semi-solid ingredients
- Shear pumps for emulsifying cheeses and other materials
- Form-and-fill unit for 2-10 pound pouches
- Dual chill bath cools products to below 55°F in under 50 minutes
- Kettles support enchilada, burrito, and quesadilla filling production
- Two high-speed lines producing 95,000 enchiladas, burritos, and quesadillas per shift
- Vemags, Unifillers, and Grode applicators for fillings and cheeses
- Spot or waterfall sauce applicators, pre-melter, and spiral freezer for quick freezing
- Two vacuum sealers and Doboy flow wrapper for packaging

TEAM MEMBERS

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F STREET



MCPHERSON, KS

1144 BRIDGER COURT
MCPHERSON, KS 67460
(620) 242-1888

QUICK FACTS

PURCHASED BY WALD 2017

NUMBER OF EMPLOYEES 125

SIZE 110,000 sq/ft

PLANT HISTORY

Originally built in 2002 by Nations Pizza of Schaumburg, IL, this facility produced pizzas, appetizers, strombolis, calzones, and filled cookies. In 2014, Nations Pizza relocated operations to Illinois, closing the plant.

Wald Family Foods purchased the facility in 2017, and pizza topping operations began in 2018. Following the purchase of Venice Bakery by Rich's in May 2021, Wald Family Foods expanded into rice-based and cauliflower crust production. The plant now operates exclusively as a gluten-free facility.

CAPABILITIES

- 3-lane pizza topping line with throughput of 120 pizzas per minute
- Cold-blend mixing system for sauce production with 3-head Grote spot sauce applicator
- 3 Grote applicators for toppings and 4-head pepperoni slicer
- Spiral freezer for product processing
- Packaging with Tex wrapper and automated ADCO with auto stacker
- Cold press crust production line with speeds of 90-100 crusts per minute
- Mixer with Northwind Ingredient System, dough deposited by Vemag extruder onto 9-cavity pans
- Crust processed through proofer, oven, and spiral freezer
- Crust can feed directly into the pizza topping line or be diverted for pack-off

TEAM MEMBERS

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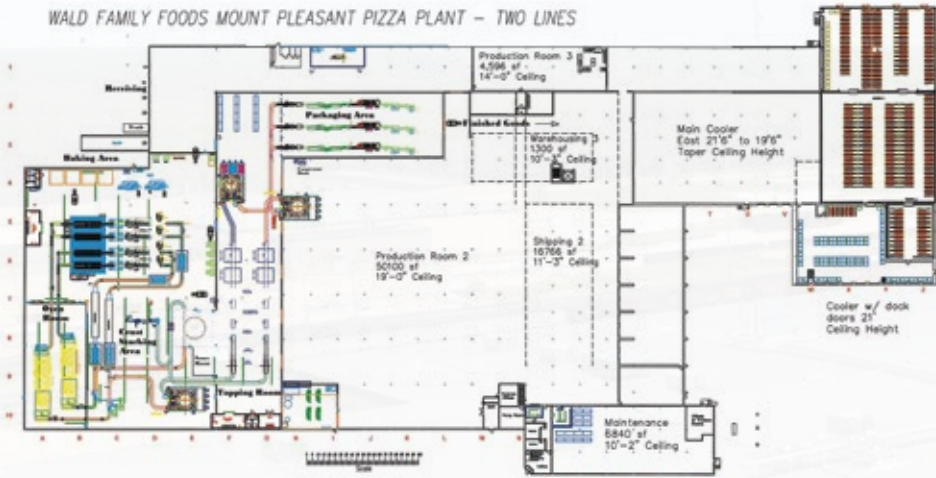
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BURLINGTON, IA

3400 WEST MOUNT PLEASANT STREET
BURLINGTON, IA 52601
(319) 380-4094

QUICK FACTS

PURCHASED BY WALD 2023
NUMBER OF EMPLOYEES 7
SIZE 252,000 sq/ft



WHAT'S NEXT?

A NEW LOCATION IN BURLINGTON, IOWA

Wald's largest facility yet was purchased in 2023 and spans 252,000 square feet. The new facility will allow for faster production, greater capabilities, and room for growing our client base.

NEW EQUIPMENT & EXPANDED CAPABILITIES

We plan to expand our production capabilities with four 5,000-pound horizontal cookers, doubling our kettle capacity and enabling a broader range of cooking processes. Our Mexican Fare line now also supports vacuum sealing and flow wrapping for both plain and printed packaging to meet retail needs.

EXPANDING PIZZA PRODUCTION

We are working towards a wheat-based operation throughout our facilities in order to produce a larger variety of frozen and take-and-bake pizzas.



MTC SMART COOKER BLENDER



ULTRASOURCE ULTRA VAC 1000

MARKETING & SALES

SALES SUPPORT

TOMMY WALD
CEO TOBA INC

JOAN SUTER
CUSTOMER SUPPORT MANAGER

AGENCY 877
MARKETING

SALES

MATT MCMILLAN
VICE PRESIDENT OF SALES

CURT ZWART
NATIONAL SALES MANAGER - FS

JOHN HANSON
NATIONAL SALES MANAGER - RETAIL

TODD DOYLE
REGIONAL FOOD SERVICE
SALES MANAGER (EAST)

DENNIS SMITH
REGIONAL FOOD SERVICE
SALES MANAGER (WEST)

DEE FELICI
REGIONAL RETAIL
SALES MANAGER (EAST)

KEVIN CAMPBELL
REGIONAL RETAIL
SALES MANAGER (WEST)

FIND US AT A TRADESHOW.

You can find our booth at the annual PLMA and IDDBA tradeshows. Let's talk! See us to find out why we are trusted by so many icons of the food industry.

NO MARKETING TEAM? NO PROBLEM!

Focus on the food, and we'll take the creative burden off your shoulders with our in-house marketing team. Agency 877 specializes in **campaign concepts, digital advertising, packaging, branding, printed mailers, and web development.**

AGENCY877.COM





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