



Daniels Western Meat Packers, Inc. Company Fact Sheet

COMPANY DESCRIPTION:

With 56 years in business, Daniels has grown to one of the largest wholesale foods distributors and meat packing plants in Southern California—serving a variety of family restaurants, country clubs, steak houses, restaurant chains, theme parks, Delicatessens, caterers, brokers and other wholesale distributors.

The company's operations include a 3,000 square foot plant where they further process beef, poultry and pork and package more products including frozen, processed, and dairy items for distribution.

MISSION STATEMENT:

"Small enough to know you, large enough to serve you"

SALES:

- ❖ Sales in 2009 have exceeded 52 million. A 22% increase over 2008.
- ❖ Since 1992, Daniels has posted 17 consecutive annual sales increases.

WHY DANIELS IS SUCCESSFUL:

- ❖ **Family Owned Since 1953:** Daniel Santos started the company in 1953. Today, his son, Al Santos, along with his wife and daughters continue running the business and keep the family touch in their relationships with customers.
- ❖ **Food Safety:** Daniels is a USDA inspected facility and ensures all vendors test their product for any pathogens that may cause food-borne illnesses, such as lysteria, salmonella or e-coli 0157:H7, prior to shipment. Additionally, Daniels tests each lot of product once it's received, and tests each product a third time on its way out. All of our food safety tests are conducted by trained technicians at our in-house plant. Daniels product is also tested at random by an independent laboratory to ensure complete safety.

- ❖ **In-house plant:** Daniels has its own full-service packaging plant. This gives Daniels the power to meet any customer's product needs, and oversee their own quality and portion control. Daniels can accommodate any-size order, day-to-day.
- ❖ **Delivery:** Recognized as one of the best in the industry, Daniels has a fleet of refrigerated trucks that deliver customer's orders daily.
- ❖ **Service Area:** Daniels services most of Southern California, including parts of Victorville, Barstow, Palm Springs and San Diego.
- ❖ **Customer Service:** Every customer is assigned to an outside customer service representative who can assist him or her with daily questions regarding products and pricing. Additionally, each outside rep is supported by an inside sales support team.
- ❖ **Product Quality:** Daniels focuses on listening to each customer's needs before reacting. Quality is proven each week, as the same customers continue placing orders. Daniels focuses on being better and serving quality, before getting bigger.

COMPANY LOCATION

Daniels Western Meat Packers, Inc.
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