



75 CELEBRATING YEARS

COMPANY OVERVIEW

OVERVIEW:

FOUNDED: 1939

FOUNDERS: Danny and Joe Di Bruno

OWNERS: Third Generation Owners

William Mignucci Jr., *President*

Emilio Mignucci, *Vice President of Culinary Pioneering*

William Mignucci, *Vice President of Administration*



Danny and Joe Di Bruno in front of the original 9th Street location.

COMPANY PHILOSOPHY:

Di Bruno Bros. has been a part of the fabric of Philadelphia since the opening of our Italian Market location in 1939. As one of the founding food families in Philadelphia, we're committed to ensuring Philadelphia remains a world-class food city with rich corridors. Our dedication to this city doesn't stop there — our leadership is actively involved in local organizations and we prioritize and partner with countless charitable organizations in the area. We've been celebrating Great Food, Great People and Great Business everyday since Danny and Joe opened their doors in 1939.

THE STORY BEHIND THE STORE:

What started as an Italian community-focused corner store with just a handful of family members has evolved into a multi-million dollar enterprise — with five retail locations, three separate units of business including Catering & Commissary Kitchen, Di Bruno Bros. Imports & E-commerce (DBI & E) and over 350 team members.

Di Bruno Bros. attributes much of its success to its Core Values — both as a company and as individuals. Owners and associates alike are committed to culinary pioneering, exceeding expectations, serving others before themselves, thinking like an owner, and ensuring that Di Bruno Bros. continues to be a meaningful company.

Along the way from here to there, Di Bruno Bros. has become woven into the fabric of Philadelphia, as one of the founding families that has helped turn this city into a world-class food destination, as well as giving back to the community along the way.

DI BRUNO BROS. BY THE NUMBERS*

350+

Team Members

3

Business Units

5

Retail Locations

RETAIL LOCATIONS: Italian Market 930 S. 9th Street, Philadelphia, PA 19147 | Rittenhouse Square 1730 Chestnut Street, Philadelphia, PA 19103 | The Market at the Comcast Center 1701 JFK Blvd., Philadelphia, PA 19103 | Ardmore Farmer's Market 120 Coulter Ave., Ardmore, PA 19003 | The Franklin Market 834 Chestnut Street, Philadelphia, PA 19107
Di Bruno Bros. Imports | DiBruno.com | Catering & Commissary Kitchen

*Company financials available upon request

THE DI BRUNO ENTERPRISE:

FIVE RETAIL LOCATIONS

As part of the fabric of Philadelphia, we customize each location to fit the needs and wants of nearby residents. All of our shops aim to contribute to the area's economic growth and to serve as a world-class food resource.

- Italian Market
- Rittenhouse Square
- The Market at the Comcast Center
- Ardmore Farmer's Market
- The Franklin Market

IMPORTS, WHOLESALE AND E-COMMERCE

Di Bruno Bros. Imports & E-Commerce is a thriving piece of our company, bringing our imported meats and cheeses to restaurants, gourmet shops, and supermarkets across the country. An important piece of that responsibility is to make sure Di Bruno Bros. Private Label products are in the right hands to tell our story.

In addition, our e-commerce division fulfills hundreds of orders for meats, cheeses, gifts and gourmet groceries each week and allows Di Bruno Bros. fans from all over the country to eat deliciously wherever they reside.

CATERING & COMMISSARY KITCHEN

There's nothing like a party with Di Bruno Bros. Catering — think wheels and wheels of cheese, pounds of cured meats, and plenty of WOW. Our catering business feeds the city's hottest events, as well as frequently donates to local charities and organizations.

Our state-of-the-art commissary kitchen and our award-winning culinary team prepares food for our catering events and all five of our retail locations.

11

Private label product lines

3,000

Retailers carry DB brands

DB Handmade Cheese Spread
DB Private Label Gourmet Grocery
DB Produced Gourmet Cheese
DB Pasta Sauces
DB Olive Oil & Balsamic Vinegar
DB Artisan Crostini and Flatbreads

DB Charcuterie
DB Coffee
DB Ware
DB Antipasto
DB Chocolate Line



THE ONE AND ONLY

Di Bruno Bros. House of Cheese Guide to Wedges, Recipes, and Pairings





75

CELEBRATING YEARS

COMPANY BACKGROUND THEN & NOW

OUR HISTORY – THE FABRIC OF PHILADELPHIA

In 1939, brothers Danny and Joe Di Bruno opened a small grocery store in Philadelphia's historic Italian Market. They came to Philadelphia like many European immigrants in search of the American dream. That dream became a reality with the opening of the Di Bruno Bros. storefront on 930 S. 9th Street. With its opening, the legacy of one the founding families of Philadelphia's food community was born.

Well ahead of their time, Danny and Joe were inspired to turn their corner store into the culinary powerhouse they called "The House of Cheese," setting the foundation for what Di Bruno Bros. is today; shelves were filled with imported cheeses, oils and vinegars. Cured meats and provolone hung from the ceilings, filling the store with an intoxicating and inviting aroma. Danny and Joe had created more than a grocery store — they created a place and sense of community that became part of the city of Philadelphia.

Throughout the last 75 years, Di Bruno Bros. has been a key culinary piece of the fabric of Philadelphia. Back then and even more today, the company has grown into a diversified specialty food enterprise where the values of family and community are still a driving priority.

THE LEGACY CONTINUES TODAY

Seventy-five years later, third-generation family owners, William Mignucci, Jr., Emilio Mignucci, and William Mignucci hold the legacy of Joe and Danny Di Bruno close to their hearts. With a continued focus on culinary pioneering and cultivating a passion for fine foods among their team members, Di Bruno Bros. leadership empowers and offers extensive training to all team members. Cheesemongers, gourmet specialists and customer service representatives alike participate in live product trainings/education, are encouraged to bring new and unique products and flavors to the table, and pride themselves on their ability to educate customers from all backgrounds.

Di Bruno Bros. has grown to encompass five retail locations throughout the Philadelphia area as well as flourishing operations in e-commerce, commissary, wholesale and catering. Di Bruno Bros. has contributed to the economic growth of key corridors in Center City, 9th Street, Rittenhouse, and Washington Square West, employing over 350 culinary enthusiasts and providing a world-class food resource for the city.

Di Bruno Bros. continues to be family-owned and operated, carrying products set in place as early as 1939, as well as new and unique lines—from the region's largest selection of domestic and imported cheeses, charcuterie, fine olive oils and vinegars, to Di Bruno Bros. private collection of handmade cheese spreads, imported crostini, artisan flatbreads, charcuterie, biscotti and more.

AWARDS

NATIONAL ASSOCIATION FOR SPECIALTY FOOD TRADE 2006

Recipient of the National Specialty Retailer of the Year.

TASTE AMERICA, JAMES BEARD FOUNDATION 2007

James Beard Foundation paid tribute to Emilio Mignucci for making Philadelphia a world-class food city.

ITALIAN TRADE COMMISSION 2010

Platinum Award to successful entrepreneurs in the U.S. whose overall business has historically remained predominantly loyal to the sale of authentic Italian Foods.

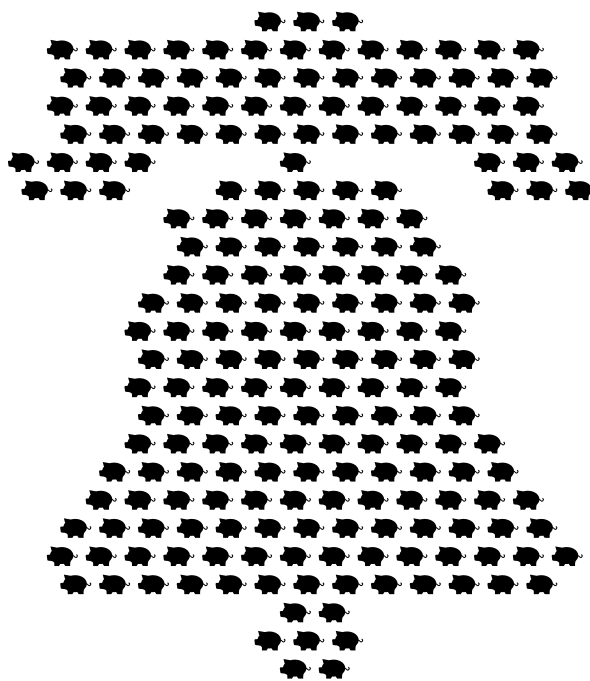
AFFILIATIONS

Di Bruno Bros. third generation owners are actively involved with various local and national organizations including the National Association of Specialty Food Retailers, Retailers Network Council, American Cheese Society and the United Merchants of the S. 9th Street Business Association. Di Bruno Bros. also contributes to many charitable organizations in the city of Philadelphia including St. James School, Ronald McDonald House of Philadelphia, Little Smiles, and Alex's Lemonade Stand — to name a few.

IF THE LIBERTY BELL WAS MADE OF CURED MEAT...

We've sliced and served 2.2 million pounds of cured meats since 1939.

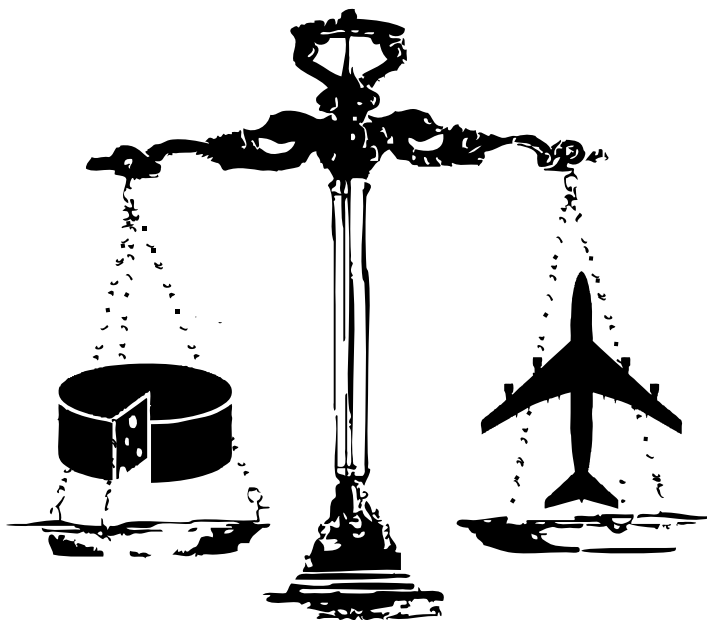
— EQUAL IN WEIGHT TO 1,102 LIBERTY BELLS



WHEELS & WHEELS OF PARMIGIANO REGGIANO

Over the years, we've cracked open almost 10,000 WHEELS of Parmigiano Reggiano — a whopping 800,000 pounds, EQUAL IN WEIGHT TO A 747 AIRPLANE.

Yeah, you could say this cheese flies...!



CHEESE SPREADS FOR ALL... LITERALLY.

We've mixed, scooped and packaged over 7 million pounds of our signature cheese spreads — enough to spread across the entire city of PHILADELPHIA 46 TIMES, AND WOULD BE OVER 13.5 FEET TALL.

CURRENT FLAVORS:

Abbruzzese
Cheddar, Horseradish & Bacon
Gorgonzola
Roasted Garlic & Herb
Provolone & Chianti
Port Wine

13'
of Cheese



SO MANY PEPPER SHOOTERS...

All of the Pepper Shooters we've stuffed, stacked, would be 140X TALLER than the LARGEST SKYSCRAPER in Philadelphia.



MOZZARELLA BALLS INSTEAD OF FOOTBALLS...

Imagine if all 65K+ people in the Lincoln Financial Field were given their own Mozzarella Ball. Now imagine if they were each holding 12 mozzarella balls. Since 1939, we've handmade CLOSE TO A MILLION POUNDS OF MOZZARELLA.



75 TOP-SELLING PRODUCTS THEN & NOW

CELEBRATING YEARS

OLD SCHOOL BESTSELLERS

Sometimes you just can't beat tradition. We've been champions of these items since Danny and Joe's first bite.

#1 PARMIGIANO REGGIANO

Versatile and full-flavored, Parmigiano Reggiano is revered for its complexity and crystallization. Take some Parmigiano and drizzle aged balsamic for a perfect post-meal snack as they do in Italy. It is the King of Cheese after all.



#2 OLIVE BAR

We've been stuffing our olives since 1939 with everything from lip-smacking blue cheese, to garlic, anchovies and more. Experience olives from all over the world — try them all to taste the regional differences. Mix and match olives and antipasto, a cornerstone of any Italian's diet.



#3 HANDMADE MOZZARELLA BALLS

Made daily in South Philadelphia, these mozzarella balls are hand-kneaded with love. Creamy, soft and rich, this mouthwatering cheese has been made fresh daily since 1939. We make our mozzarella in small bite-sized balls, large one-pound balls, loaves, and braids.



#4 PROVOLONE AURICCHIO STRAVECCHIO

This mild Italian classic goes well with everything. Aged three-years, this sharp, black label provolone is moist and delicious. It's our best-selling provolone for a reason.



#5 SOPPRESSATA

Firm, slightly dry, and available in sweet or hot varieties, this coarsely ground salami is a simple and rustic homage to old school Italian curing. Inspired after Joe & Danny's recipe, we launched our own Private Label salami line in April 2014.



OUR LATEST & GREATEST FAVORITES

As much as we love the classics, we're always looking for that next incredible bite. Here's five products we (and our customers) absolutely love.

#1 PROSCIUTTO DI PARMA

Aged for 24 months, this imported delicacy is sweet and salty with nutty undertones. Sliced thinly, this exquisite, cured meat melts in your mouth. Our customers can't get enough (and quite frankly, neither can we).



#2 AGED GOUDA

Sweet, crunchy and full of crystals, our customers love Gouda cheeses of all shapes and sizes — from the well-known Prima Donna style to the more obscure L'Amuse gouda. Pair with Dulce de Leche or our Tres Toffee cashews for a flavor explosion!



#3 PREPARED FOODS

Our customers love the prepared foods crafted by our award-winning chefs. They just can't get enough of our homemade meatballs (rolled fresh daily just like Mom's) and our mouthwatering jumbo lump crab cakes, hand-formed daily. Ask any regular and they'll surely name both as must-haves.



#4 FRENCH BAGUETTE

Our baguettes come from Le Bus, a premier Philadelphia bakery that is loved far and wide. Hand-finished and baked in a hearth oven, this traditional thin crust baguette is the perfect accompaniment to any cheese board.



#5 SMOKED SALMON

Our customers rave over these artisanal delicacies from the sea. Our bestselling smoked salmon is smoked with Oak from Chardonnay barrels and apple wood logs. Prepared in an open wood fire pit, you can taste the difference.



1939: DANNY & JOE OPEN IN THE ITALIAN MARKET

The flagship store opens at 9th Street in Philadelphia's Italian Market and becomes the foundation for which the entire company is built.

1965: THE "HOUSE OF CHEESE" IS BORN

With the rise of the supermarket, Danny and Joe recognized the need to differentiate Di Bruno Bros. as a place dedicated to culinary pioneering and continued customer service. The "House of Cheese" was born as a gourmet cheese and specialty shop.

1976: A SYMBOL OF PHILADELPHIA

Danny was instrumental in organizing the annual Italian Market Festival that attracts thousands to celebrate the Italian community of Philadelphia.

1987: LOCAL AND NATIONAL EXPERTS

The two humble brothers are recognized as local and national experts for their culinary knowledge and discoveries.

1990: A FRESH NEW GENERATION BEGINS AS CURRENT OWNERS TAKE THE REINS

After a family sit-down, three cousins Billy Jr., Emilio & Bill, assume the task of writing the next chapter of the Di Bruno Bros. story.

1998: DI BRUNO BROS. EXPANDS... ONLINE AND OFFLINE!

With the emergence of the online world, DiBruno.com becomes one of the first specialty food retailers on the Internet — selling imported meats and cheeses from all over the world as well as handmade recipes including our cheese spreads and antipasto.

2005: RITTENHOUSE SQUARE LOCATION OPENS

Di Bruno Bros. Chestnut Street in Center City Philadelphia opens and provides the neighborhood with the ultimate specialty store.

2006: NASFT GOURMET RETAILER OF THE YEAR

Di Bruno Bros. is recognized as Gourmet Retailer of the Year by NASFT among the ranks of Belduccis, Dean & DeLuca and other specialty retailers. Ever important to the family, Di Bruno Bros. is locally recognized as Retailer and Family Business of the year by the Philadelphia Chamber of Commerce. Di Bruno Bros. continues to serve as an integral piece of the fabric of Philadelphia.

2008: DI BRUNO BROS. OPENS IN THE COMCAST CENTER

The Market at the Comcast Center opens and Di Bruno Bros. is asked to be the anchor tenant in Philadelphia's newest and tallest building.

2011: DI BRUNO BROS. EXPANDS TO THE MAIN LINE

Ardmore Farmer's Market location opens and quickly becomes the largest and most diverse tenant in the market.

2013: DI BRUNO BROS. OPENS IN THE FRANKLIN

The Franklin Store opens helping to revitalize the historical Franklin House and Washington Square West neighborhood.

2014: DI BRUNO BROS. CELEBRATES ITS 75TH ANNIVERSARY

In May 2014, Di Bruno Bros. celebrates 75 years during the Italian Market Festival. Great People, Great Food, and Great Business continue to drive the company each and every day.





“ It’s your responsibility to make customers want to come to the store. They don’t have to. They always have other choices. Give them an experience. ”

Danny Di Bruno

“ Philly is a very loyal city — especially when it comes to its food, sports, history and identity. As a business owner in Philadelphia, that’s something you have to understand — Danny and Joe knew that from the very beginning. They taught us to never underestimate this city or take it for granted. ”

Bill Mignucci



“ Retailing is an art, and once you understand that, you can never accept anything but the very best. I would say 90% of all the products we carry are made by people we know personally, products that we know the story of, the history of how they’re made. We share those stories with our customers when they are making their choices. ”

Emilio Mignucci

“ We always need to be there for our customers, putting them first above all else. We’ll handle our other work after hours and when all our customers are taken care of. ”

Joe Di Bruno, to the team





As the current President of Di Bruno Bros., Bill Mignucci, Jr. has been at the helm of the family business as it evolved from a single-store, 12-employee operation to a multi-unit organization. Di Bruno Bros. has become part of the fabric of Philadelphia and an active participant in Philadelphia's diverse and growing food community. Bill grew up in the family business, which was established in 1939 by his grandfather, Danny Di Bruno, and Danny's brother Joe. Bill began working at Di Bruno Bros. at a very early age, and upon graduating from Drexel University in 1990, he and two of his cousins purchased the flagship store in Philadelphia's historic Italian Market.

The Di Bruno Bros. enterprise now operates five retail stores, an e-commerce/mail-order business, a full-service catering operation, a specialty import, distribution and manufacturing business, and a 12,000 square foot commissary kitchen. Di Bruno Bros.' combined business units employ over 300 associates and generate nearly \$50 million dollars in annual sales. Bill is a true believer that a company's number-one asset is its people and he is proud of building an organization filled with Culinary Pioneers who practice and adhere to common business fundamentals. Like their predecessors, Bill and his cousins believe that if you prioritize your customers and employees before the bottom line, the bottom line often takes care of itself in the long run.

The opportunity to lead Di Bruno Bros.' expansion has provided Bill with the opportunity to challenge and develop his entrepreneurial and business skills. Running a growing family business has required him to be diversified in all fields of business, including finance, marketing, human resources, operations and customer relations. His expertise and entrepreneurial spirit have resulted in the growth of a small business into a diverse operation that celebrates great food, great service and great people.

Bill is committed to expanding Di Bruno Bros. without diluting its legacy and core values. He believes the key to achieving this goal is to practice and ingrain the core value of "Servant Leadership" deeply into the culture of Di Bruno Bros. Servant Leadership strengthens and preserves the fabric of the Company by valuing, developing, empowering, equipping and – most importantly – genuinely caring for the people that we work with every day. For Bill, it is by far the most powerful and fulfilling part of leading Di Bruno Bros.

Donating more than \$50,000 annually to local and national charitable organizations, Di Bruno Bros. is proud to support the Philadelphia community. In celebration of their 75th Anniversary, Di Bruno Bros. is giving back by raising \$75,000 to build a working kitchen for a local middle school in need.

"Di Bruno Bros. has been part of the fabric of Philadelphia since 1939, and we've always been humbled by the support that our customers and the community has shown us. That's why we've decided to dedicate our 75th Anniversary to giving back, by partnering with the St. James School to build a Neighborhood Kitchen for the school and surrounding community," said Bill.

AWARDS RECEIVED BY DI BRUNO BROS. OVER THE YEARS:

- Multiple-time recipient of "Best of Philly" awards by Philadelphia Magazine
- Recipient of the Italian Trade Commission "Platinum Award" in 2010
- Recipient of "National Specialty Retailer of the Year" award (2007) by the National Association for Specialty Food Trade (N.A.S.F.T.)
- Recipient of the "Specialty Retailer of the Year" award (2006) by Philadelphia's Chamber of Commerce Small Business Excellence Awards
- Recipient of the Purple Astor Award (2002) by the Pennsylvania Chamber of the Sons of Italy

- Nominated for "Business of the Year" (1998) by Wharton Small Business Development Center

BILL IS A PROUD AND ACTIVE MEMBER OF:

- The 9th Street Market Merchants Association
- Rittenhouse Row Merchants Association
- Bella Vista Civic Association
- Greater Philadelphia Chamber of Commerce
- Board of Directors of Center City Proprietors Association
- Board of Directors of CCPA Small Business



Emilio Mignucci is one of three, third-generation family business owners who currently lead the Di Bruno Bros. Enterprise, a leading specialty food retailer that originated in Philadelphia's Italian Market. Together with his brother, Bill Mignucci and their cousin, William Mignucci Jr., Emilio has helped to grow the family business from one small store to what it is today; a company with five retail stores, a successful e-commerce business, a busy import and distribution business, a growing catering operation and an independent commissary kitchen that serves the retail stores and catering division.

Growing up, Emilio spent the vast majority of his time in the original Di Bruno Bros. 9th Street store, working, tasting and learning all about the delicious imported products that founders Danny and Joe Di Bruno offered in their small shop. The love of food that he developed over the years led Emilio to pursue an Associate's Degree in Culinary Arts. After graduating from the Restaurant School in 1986, he returned to Di Bruno Bros. to take a leadership position as Vice President of Culinary Pioneering.

One of Emilio's main responsibilities in his current role is discovering new products and deciding which of them will get a coveted spot on the Di Bruno Bros. shelves. He has been recognized by several organizations for his success in doing so; most notably by the Italian Trade Commission for his representation of Italian Food and Culture and the James Beard Foundation for making Philadelphia a "better food city." He also loves to talk about cheese and spends his time educating members of the restaurant community on the merits of a great cheese plate and how to speak about cheese confidently with their guests.

Emilio's expertise and passion for food has helped him to grow the cheese offerings at Di Bruno Bros. from the 50 varieties it offered in its earlier days to well over 600 cheeses from all over the world. He still works every Saturday at the Italian Market store where it all began and divides the rest of his time between looking for the next great specialty food product, working at the various Di Bruno Bros. locations and contributing to the various boards and committees in which he participates. Regardless of what he may be doing at any given moment, Emilio is always demonstrating Di Bruno Bros.' core value of "Celebrating Great Food, Great People and Great Business."

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AWARDS AND RECOGNITION:

- 2003 Award from Chaine des Rotisseurs
- 2007 James Beard Foundation pays tribute to Emilio for making Philadelphia a world class food city
- 2010 Italian Trade Commission: recognized for "Distinguished Service" in importing, representing and educating on Italian Food and Culture

COMMITTEES:

- North American Specialty Food Association
– Retailers Network Council

- American Cheese Society
– Board of Directors, Cheese Certification and Budget Committee
- 9th Street Italian Market Business Association
– Board of Directors/Past President
- 9th Street Italian Market Business Association
– Stands Committee
- Fair Food Project Philly
– Board Member and Consultant
- Slow Food
– Philadelphia Chapter, Member and Educator



Serving as the VP of Administration, Bill Mignucci, a third-generation owner leads Di Bruno Bros. along with his brother, Emilio Mignucci, and their cousin William Mignucci, Jr. Di Bruno Bros., a leading specialty food retailer that originated in Philadelphia's Italian Market has grown to five retail stores, a successful e-commerce business, a busy import and distribution business, a growing catering operation and an independent commissary kitchen that serves the retail stores and catering division.

For Bill, it wasn't always all about food. After graduating from college and majoring in accounting, Bill's journey took him into the banking industry. In 1990, his brother Emilio, along with his cousin William, approached Bill with an offer to return to the family business. Over time, he missed the days being behind the counter tasting the newest products and interacting with the customers. Since Bill was not feeling the same enthusiasm working in a cubicle crunching numbers, he decided to join his brother and cousin on their journey to carry on the family legacy.

Today, one of Bill's main responsibilities in his current role is in the finance department where he enjoys the "best of both worlds" in "Celebrating Great Food, Great People, and Great Business," while also overseeing the financial aspects of the business.

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