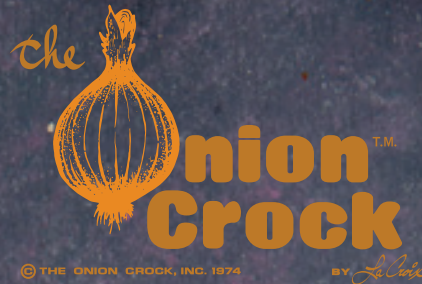


**Private  
Label  
Supplier!**



## High Quality Soups From Scratch

WE DO THINGS THE BIG GUYS CAN'T

Here at The Onion Crock in Grand Rapids, MI, we make high-quality soups from scratch, and package them frozen in convenient, food-safe boilable bags. Our experienced chef also makes delicious sauces and dips. We sell our products to restaurants, grocery stores, institutional foodservice operations, schools & churches.

## Consistency and Quality

WE OFFER SERVICES THE BIG GUYS CAN'T

All our recipes are from scratch, with no added MSG. We are the closest thing possible to homemade. We currently offer twenty-six soups. We package our products frozen in food-safe boilable bags. To serve our various markets, we package in four sizes: gallons, half gallons, quarts, and pints.

- Quality and Convenience with guaranteed Consistency at every location.
- All of our recipes are from scratch, with no added MSG.
- We are the closest thing possible to Homemade!

We make soups, sauces, dips, baked beans, mashed potatoes and MUCH MORE!

1221 McReynolds Ave N.W., • Grand Rapids, MI 49504  
Phone: 616.458.2922 • Email: [gene@onioncrock.com](mailto:gene@onioncrock.com)  
Find us on the Web at: [onioncrock.com](http://onioncrock.com)

## ONION CROCK OF MICHIGAN

My grandfather started the Onion Crock Restaurants in 1974 at the age of 55. His concept was an early Panera Bread offering soups, salads, and sandwiches. This type of concept was before his time. After opening eleven locations between the years 1974 and 1989, the restaurant business took over his life and became too much. As leases expired, my grandfather decided to close locations. In 1992, he opened a manufacturing facility since the demand for his soups remained. After graduating college in 2000, I started learning the tricks and trades of my grandfather's business and in 2004, became the President of Onion Crock of Michigan.

Onion Crock of Michigan carries our own line of soups and chilies. In addition to soups and chilies, we also produce mashed potatoes, cheese sauces, pizza and marinara sauces, baked beans, etc. We have the capability to package frozen products in a number of different size pouches. In addition to our own line of various products, my vision of continuing the success of the business was in the private label/co-packer sector. All of our products are packaged full strength in boilable pouches that are frozen. Our product is packaged in 4 - 8 pound pouches per case.

Onion Crock of Michigan's niche is to service small to midsize chain restaurants. Our minimum batches produced are 128 gallon batches which becomes 32 cases (packed 4 - 8lb bags per case) per batch. In the private label sector, we started working with Gordon Food Service in 2011 in which we produce products for Brann's. I currently work with Kevin Patterson, Rob Dekock, and Ken Kurth on various different accounts. We purchase the majority of our raw ingredients from GFS so it has been a great partnership. Onion Crock currently ships products throughout the region, as well as Florida, Wisconsin, Chicago, Nebraska, Aberdeen, Shepherdsville, Dallas, Houston, Douglasville, etc.

**My goal is to make you aware of Onion Crock's capabilities in the following ways:**

1. **CONSISTENCY:** We help solve the consistency issues that multi units have (Same thing at every location).
2. **LABOR ISSUES:** We alleviate some labor issues and potentially eliminate a back of the house position.
3. **WAIST:** Reducing the risk of waste. Our product only requires pulling out and heating up what is needed.
4. **QUALITY:** Have a better control on quality! If any adjustments or changes need to be made, corporate only needs to come to one location.
5. **CONVENIENCE:** The convenience of having GFS bring in only what is needed on each delivery is a savings on space!