



TODOROFF FOODS

*Four Generations Of Quality Food
Since 1914*

Press Contact:

Kurt R. Todoroff
Todoroff Foods Incorporated
517-787-4962
kurt.todoroff@todoroffs.com

FOR IMMEDIATE RELEASE

TODOROFF'S® CELEBRATING 100 YEARS IN BUSINESS

Todoroff's® is celebrating 100 Years of Love, Culture, and Coney.

JACKSON, Michigan — January 1, 2014 — The Todoroff Family is proud to celebrate, with you, our Centennial anniversary. 100 years in the making, our food is a testament not only to our love of the craft, but to the support of our dedicated patrons. Four generations of the Todoroff Family, over the past 100 years, isn't what made us the finest, being the finest is what has sustained us this long. That's an accomplishment that we are proud of.

George Todoroff invented the Coney Island hot dog in 1914. At that moment, an American legend and icon was born. Eventually, "Coney Island" restaurants would spring up throughout Michigan, and then America. His commitment to quality, service, and taste is something that we are proud to continue to serve, today. Whether you ate with Todoroff's® in 1914 or 2014 or sometime in between, you know that ours is a name that you can depend on. We produce and sell quality products with no preservatives.

From humble immigrant beginnings to living The American Dream, we are thrilled and excited to be a part of this great country. Only in America. Kurt Todoroff pays homage to his three preceding generations of Todoroffs: his father Richard, his grandfather Thomas, and his great-grandfather George, by continuing their commitment to incomparable taste, unmatched quality, and affordable prices.

This year, as we look to our history with gratitude, we also look to the future with excitement and anticipation. Thank you again for your support. Have yourself a Todoroff's® Coney Island, and here's to the next 100.

Thank you, patrons.

About Todoroff Foods Incorporated

Todoroff Foods Incorporated makes delicious high-quality food for the foodservice and retail markets. We are committed to excellence in all endeavors: technical, financial, business, and ethical. For more information, visit www.todoroff-foods.com.