

Hi there!

Thanks for your interest in Blendtec®. Please take a few minutes to review this press kit with all of the latest news and information prepared for the NRA Show 2012. Included in this kit you will find news and highlights to consider as you prepare for upcoming stories and articles. Some key takeaways:

- **Blendtec is an innovator of firsts.** As a manufacturer of advanced commercial blending machines, Blendtec is known for pioneering new technology that ultimately revolutionizes the entire industry.
- **In 2012 Blendtec is proud to deliver two new breakthrough products** that will once again change the face of commercial blending:
  - **The New Blendtec Stealth™ Blender**, scheduled for release in the fall of 2012, is the quietest high-powered commercial blender—ever. The Stealth blender also boasts several industry firsts: an intuitive, illuminated capacitive-touch control surface; a manual slider for extremely precise speed control; and a built-in USB interface for easy recipe updates and “fleet” programming.
  - **The Twister™ Jar**, a revolutionary jar design for the thickest blends, is now available to the commercial market. Designed to tackle the toughest and thickest blends, the Twister jar is the first jar made specifically to blend recipes such as fresh almond butter, hummus, guacamole, super-thick shakes, dressings, sauces and similar items in just seconds. All without the need for a messy tamper.

We invite you to visit Blendtec at the NRA show (booth #2057) and see these and other Blendtec pioneering innovations for yourself. We welcome your questions and requests for additional information.

Best Regards,

Tim Provost  
PR Manager  
Blendtec  
801-222-0888 x222  
pr@blendtec.com

P.S. During the NRA show, please contact Russell Arnold at 801-921-9197 for any on-site requests.

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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[blendtec.com/commercial](http://blendtec.com/commercial)

### **BLENDTEC® ANNOUNCES STEALTH™, THE QUIETEST, MOST ADVANCED COMMERCIAL BLENDER**

#### **New blender raises the bar for commercial blending once again**

OREM, UTAH, USA – May 7, 2012 – Blendtec is pleased to announce the upcoming release of its new Stealth blender, the quietest, most advanced commercial blender available.

“The Stealth blender makes smoothies at the decibel level of normal conversation,” said Tom Dickson, Blendtec Founder and CEO. “The Stealth is the most powerful, versatile Blendtec blender in any environment, and is also the quietest blender in the world.”

The new blender, which will be on display at the National Restaurant Association (NRA) Show in Chicago, IL, gives foodservice professionals the best of both worlds: the strongest, most versatile blender on the market that can also be used in environments where sound is an important consideration.

The Stealth blender offers new opportunities for eateries, cafés, coffee shops and commercial kitchens everywhere who can now add blended drinks and expand their menus without disrupting their customers’ experience.



#### **Industry firsts**

- World’s quietest commercial blender (based on internal testing and available competitive data)
- Illuminated capacitive touch controls
- Touch slider for fine-tuned manual speed control
- USB interface for easy programming changes and updates

## Quiet – only part of the story

The Stealth blender includes the latest proprietary sound-management and airflow innovations, and offers a host of other advances never before seen in the commercial blending marketplace.



An illuminated control surface with capacitive touch interface brings commercial blenders into the twenty-first century. The control panel also features a manual slider for precise speed adjustments.

In addition to the intuitive controls, the Stealth blender can be quickly loaded with new preprogrammed blend cycles via a USB port. Blendtec® customers can create unique blend cycles for specific recipes online, then easily roll out the changes to Stealth blenders across an entire franchise network.

## Value for the foodservice industry

- Powerful blending at the sound level of normal conversation
- Simple, intuitive touch controls
- One of the smallest footprints in its class
- Fully customizable one-touch blend cycles
- Easy USB programming across entire “fleet”

Dickson highlights the need in the commercial marketplace for the Stealth blender’s advanced technology. “Businesses have been craving these innovations, and we’re excited to be the first to deliver them,” he says. “Foodservice professionals can now expand their menus and offer incredible custom-blended food and drinks to their customers. And it doesn’t hurt that the Stealth is aesthetically amazing.”

The Blendtec Stealth will be available for purchase in fall of 2012. For more information about the Stealth blender, visit [blendtec.com/commercial](http://blendtec.com/commercial) or call Blendtec directly at 800-748-4500.

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## About Blendtec

Blendtec manufactures industry-leading commercial blenders and dispensers for foodservice applications as well as commercial-grade blenders and appliances for home use. The award-winning Will It Blend?® Internet video series ([www.willitblend.com](http://www.willitblend.com)) demonstrates the amazing performance of Blendtec’s blender technology and has raised awareness across the globe of the Blendtec brand. Sold in 90 countries, Blendtec products offer the total solution for anyone’s blending needs, both in home and business. For more information go to [www.blendtec.com](http://www.blendtec.com), or call Blendtec directly at 800-748-4500.

## NEWS RELEASE

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### EXCLUSIVE NEW TWISTER™ JAR HANDLES THICKEST RECIPES

#### New jar joins impressive list of industry-changing Blendtec® innovations

OREM, UTAH, USA – May 7, 2012 – Blendtec announces the availability of its latest innovation to the commercial blending world: the Twister jar. Designed for blending the thickest recipes, the Twister jar serves the needs of a foodservice industry that's on the lookout for new ways to cater to customers' evolving tastes.

With the Twister jar, eateries and commercial kitchens can now quickly and easily make hummus, nut butters, cream cheese spreads and other ultra-thick menu items that are inexpensive to create, delicious to eat and highly profitable to sell. The Twister jar can make warm, creamy peanut butter in less than 30 seconds, and is fully compatible with all commercial Blendtec blenders.



The secret is the Twister jar's unique, patent-pending Twister Lid that features tines that run along the inside of the jar. As the blade forces ingredients onto the sides of the jar, the user twists the Twister Lid to scrape the sides, pushing the ingredients back into the blending vortex.

“Up until now, really thick recipes were difficult, slow and required lots of stopping and scraping,” said Tom Dickson, Blendtec founder and CEO. “The Twister jar technology is an industry first. It's another example of how Blendtec really does define the cutting edge in foodservice blending.”

Eateries around the country are already using the Twister jar to satisfy strong customer demand for fresh, healthy alternatives in spreads and nut butters. And the new jar allows users to create these menu items in small serving sizes on demand, cutting unused food waste significantly.

Made of Eastman Tritan™, the Twister jar is BPA free and NSF certified. To learn more about the Blendtec Twister jar and other groundbreaking innovations, visit [blendtec.com/commercial](http://blendtec.com/commercial) or call Blendtec directly at 800-748-4500.



Making Life Smoother.

### **About Blendtec®**

Blendtec manufactures industry-leading commercial blenders and dispensers for foodservice applications as well as commercial-grade blenders and appliances for home use. The award-winning Will It Blend?® Internet video series ([www.willitblend.com](http://www.willitblend.com)) demonstrates the amazing performance of Blendtec's blender technology and has raised awareness across the globe of the Blendtec brand. Sold in 90 countries, Blendtec products offer the total solution for anyone's blending needs, both in home and business. For more information go to [www.blendtec.com](http://www.blendtec.com), or call Blendtec directly at 800-748-4500.

# Sample Articles

Interview with Tom Dickson, Founder and CEO, Blendtec



*In the foodservice industry, Blendtec® has made a name for itself as a leading innovator with its powerful, advanced blenders. With the upcoming release of their newest commercial blender, the Blendtec Stealth™, we sat down with CEO Tom Dickson to ask him a few questions.*

**Q: What is so special about this new Blendtec Stealth™ blender?**



**A:** The Blendtec Stealth blender is the world's quietest commercial blender. It is the ultimate blender for any commercial enterprise, whether you're a single smoothie shop or a national chain of restaurants or coffee houses, because you can now have the most powerful blender that also happens to be the quietest.

Normally you have to choose between a powerful commercial blender and one that is quiet. What's exciting about the Stealth blender is that it gives customers the best of both: the strongest, most versatile blender on the market that can also be used in environments where sound is an important consideration. It blends at the sound level of normal conversation, which is remarkable. This blender combines our newest sound-management and airflow innovations, our revolutionary capacitive-touch interface, and the most powerful blender motor available.

The Stealth blender really represents a new platform of Blendtec blenders that can be described in a way this industry has never seen before: Sexy!

**Q: What makes the Stealth blender so different from your other commercial products?**

**A:** We're proud of every product that we have in our lineup, and we are especially excited for this new blender. The key unique features of the Stealth blender include dramatically-improved sound reduction and airflow, a cool new capacitive-touch interface, and a built-in USB port for easy programming changes.

Blendtec came out with the first sound enclosures for commercial blenders back in 1996, and our award-winning Q-Series blenders are already very quiet. But the Stealth blender's noise reduction and USB programmability are probably what customers will notice the most.

**Q: Why should people be excited about the Stealth?**

A: I think people will be excited to use the most powerful, versatile Blendtec blender in any environment, without worrying about noise. It will allow them to expand their menus and offer incredible custom-blended drinks to their customers. The other two features that will probably draw the most attention are the capacitive-touch interface and the USB programming.

**Q: What do businesses look for in a commercial blender?**

A: Power, durability, versatility and ease of use. Each business has specific needs, but they all require a blender that has plenty of power, is easy to use, is thoroughly consistent and can stand up to constant use. Blendtec blenders are used in some of the highest-volume smoothie shops in the world, like the ones in New York City's Penn Station, and they handle thousands of blends per week without any problem. That means everything when your business depends on its equipment for day-to-day success.

*Blendtec is a US-based company that manufactures professional mixing, dispensing and blending equipment for home and commercial use. Blendtec has been an innovation leader in the high-powered blender category for over 20 years. Learn more at [blendtec.com/commercial](http://blendtec.com/commercial).*



## BLENDTEC®'S EXCLUSIVE NEW TWISTER™ JAR HANDLES EXTRA THICK RECIPES

What do you get when a blender blends? Something you can pour, right? Something you drink with a straw. Like smoothies. Shakes. Juices. Daiquiris and margaritas. Conventional wisdom says that as long as it's not too thick, you can blend just about any ingredients.

But conventional wisdom is something the engineers at Blendtec have never accepted at face value. Instead, they have invented a one-of-a-kind jar that blends thicker recipes than any other blender jar in history. Nut butters. Hummus. Cream cheese spreads. Things that are impossible to drink with a straw.

**Enter the Blendtec Twister Jar.** The secret to the Twister jar is a unique Twister lid featuring tines that run along the inside of the jar. As the blender forces ingredients onto the sides of the jar, the lid is twisted to scrape the ingredients off the sides and back into the blending vortex.



Imagine blending up roasted peanuts right out of the can, and in 30 seconds getting warm peanut butter...without adding any other ingredients or stopping to scrape the sides with a spatula. That's just one of the many things that the new Twister jar makes possible.

Now available for the foodservice industry in 2012, the Twister jar can instantly and easily expand a menu to include ultra-thick items that are inexpensive to make, delicious to eat and highly profitable to sell. It is the culmination of thousands of hours of design, development and refinement, resulting in a unique product that is compatible with all Blendtec blenders.

Tom Dickson, Blendtec founder and CEO, says the Twister jar technology is an industry first. "Up until now, nobody has been able to easily use their blender to create the really thick recipes. It's another example of how Blendtec really does define the cutting edge in foodservice technology."

Already eateries around the country are using the Twister jar to satisfy strong customer demand for fresh, healthy alternatives in spreads and nut butters. And with the ability to create these menu items in small serving sizes on demand, unused food waste is never an issue.

To learn more about the Blendtec Twister jar and other groundbreaking innovations, visit Blendtec at the NRA show, booth 2057. Or visit [blendtec.com/commercial](http://blendtec.com/commercial), call 801-222-0888 ex 222 or email [pr@blendtec.com](mailto:pr@blendtec.com)

*Blendtec is a US-based company that manufactures professional mixing, dispensing and blending equipment for home and commercial use. Blendtec has been an innovation leader in the high-powered blender category for over 20 years. Learn more at [blendtec.com/commercial](http://blendtec.com/commercial).*

## **TRENDSETTING: THE BLENDTEC® CULTURE OF INNOVATION**

It's a common enough theme. Everywhere you look are claims of "innovative new products," "groundbreaking developments" and "cutting-edge technology." And because those claims are everywhere, they're easy to overlook.

But how many companies can lay claim to an entire history of innovation – and can prove it with their technological fingerprints scattered throughout an industry?

In the commercial blending and dispensing industry, only one company fits that profile: Blendtec.

### **A legacy of innovation**

Since its founding in 1978, Blendtec has never aspired to simply "fill a niche" in the foodservice industry, but set out to improve and redefine technology that had remained unchanged and unchallenged for decades. It started with Blendtec's creation of a kitchen grain mill so advanced that it rendered existing milling technology obsolete in just a few years.

Over the next 30 years, as Blendtec moved into commercial blending, the company punctuated each decade with advances in technology – advances that were subsequently adopted by customers and competitors across the country and around the world.

Some of Blendtec's firsts: Electronically-controlled blenders for greater motor life. A five-sided jar design for greater volume and higher-quality blending. Pre-programmed blend cycles for speed and consistency. A space-saving convertible in-counter/on-counter blender design. A sound enclosure to dampen blender noise. The list goes on. Each innovation was pioneered first by Blendtec, and many are now commonplace in the commercial blending industry.

### **The latest advances**

Blendtec continues to build upon its legacy of innovation with two new products in 2012. Now available to the foodservice industry is the Blendtec Twister™ jar – the first blender jar of its kind engineered specifically to create ultra-thick blends such as nut butters, hummus, flavored cream cheeses, super thick shakes and much more. The lid contains built-in scraper tines that scrape the insides of the jar while you blend, pushing the ingredients back into the blending vortex. The Twister jar offers eateries a simple, affordable way to quickly expand their menus and easily prepare attractive high-margin offerings.

Also coming in 2012 is the Blendtec Stealth™ blender – the quietest, most-powerful blender in the industry. Now foodservice providers can have the versatility and power that Blendtec blenders are famous for, while not interfering with a quiet environment for guests. Available this fall, the Stealth blender also boasts an intuitive, lighted capacitive-touch control surface and a manual control slider for extremely precise operation. It comes with a built-in USB port for easy programming, so chains can seamlessly update their menus overnight without disrupting service or paying for re-programming. All thanks to technology developed and incorporated exclusively by Blendtec.

# Past News & Company Info

## NEWS RELEASE

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## BLENDTEC® BLENDERS NAMED BEST-IN-CLASS BY LEADING FOODSERVICE MAGAZINE

### Award by industry consultants adds to company's accolades



OREM, UTAH, USA – January 16, 2012 – Blendtec has earned the prestigious 2011 Best-In-Class Award for beverage blenders, as voted by Foodservice Equipment & Supplies Magazine's consultants survey.

The October 2011 issue of Foodservice Equipment & Supplies Magazine listed the year's top foodservice brands as determined by foodservice operators, dealers and consultants. FE&S partnered with an international research firm to enlist the opinions of veteran industry professionals in a variety of categories.

Foodservice consultants named Blendtec the top brand in the beverage blender category, giving high marks in the areas of quality, value, design and aesthetics, service and support, sales representation, inventory and availability, and information availability.

"We're always pleased to receive industry honors from a trusted source," says Tom Dickson, Blendtec CEO. "We hang our hat on producing the world's best blenders, and the food service industry is an especially discriminating audience. This award is another testament to our commitment to quality and innovation."

To contact Blendtec visit [blendtec.com/commercial](http://blendtec.com/commercial) or call Blendtec directly at 800-748-4500.

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### About Blendtec

Blendtec manufactures industry-leading commercial blenders and dispensers for foodservice applications as well as commercial-grade blenders and appliances for home use. The award-winning Will It Blend?® Internet video series ([www.willitblend.com](http://www.willitblend.com)) demonstrates the amazing performance of Blendtec's blender technology and has raised awareness across the globe of the Blendtec brand. Sold in 90 countries, Blendtec products offer the total solution for anyone's blending needs, both in home and business. For more information go to [www.blendtec.com](http://www.blendtec.com), or call Blendtec directly at 800-748-4500.

**NEWS RELEASE**

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**BLENDETEC® COMPLETES MAJOR FACILITY EXPANSION,  
ANTICIPATES RAPID WORKFORCE GROWTH**

**Ribbon-cutting will celebrate addition of 100,000 square feet to the manufacturing facility**

OREM, UTAH, USA – January 2, 2012 – Blendtec today announced a ribbon-cutting ceremony to celebrate the opening of a 100,000-square-foot expansion to its building in Orem, Utah. Speaking at the event will be Utah gubernatorial candidate Morgan Philpot. Blendtec business leaders will likewise speak, including owner and CEO Tom Dickson. Local civic and business leaders will also attend. The event will be at the Blendtec plant (1206 South 1680 West, Orem) on Wednesday, January 4 at 10:00 AM.

Blendtec machines are made in the USA. The new expansion provides the capability to bring even more manufacturing processes in-house.

The space will also accommodate the anticipated addition of more than 100 jobs over the next few years.

The expansion brings Blendtec's total floor space to roughly 270,000 square feet. The new space will also house an employee cafeteria as well as a health-care clinic, complete with medical and dental offices available specifically for the benefit of Blendtec employees and their families.

To contact Blendtec visit [www.blendtec.com](http://www.blendtec.com) or call Blendtec directly at 800-748-4500.

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**About Blendtec**

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## BIO

**Tom Dickson, C.E.O. Blendtec® (K-TEC, Inc.)**

Long before the *Will It Blend?* Series exploded on YouTube, Tom Dickson was blending 2x2s with his blenders to determine their capability. As an engineer and inventor, Tom grew up putting big engines in little things.

His entrepreneurial career started in 1975 at age 29. After experimenting with sending hard wheat through a vacuum, Tom produced *The Kitchen Mill*. This eight-pound mill produced flour twice as fast and twice as fine than its 60-pound predecessor, the stone mill, and revolutionized the home grain milling industry.

His innovations didn't stop with one success. As an inventor, Tom's drive to simplify people's lives led him to design the *Mix and Blend*: an all-in-one kitchen machine with a mixer and a blender built-in. This machine can mix four times as much dough as its nearest competitor.

Because the blender on the *Mix and Blend* outperformed most commercial blenders of the time, Tom further improved on this platform to create one of his finest inventions to date: *The Total Blender*. Since the early 90s when there was a need for high-power blenders in smoothie shops, Tom has continued to improve on his invention.

As an engineer, Tom has been blending crazy things in his blenders for years. In October 2006 some of Tom's extreme blends were captured on film and they became a viral sensation. Since then, Tom has become an Internet celebrity with his whacky extreme blending videos seen on WillItBlend.com and YouTube. Seen by more than half a billion people around the world, Tom has become an icon and has been featured on many local and national news and entertainment programs, newspapers, magazines and blogs. Tom is still innovating, continues to sit on multiple boards, and has received many accolades and awards for his inventions and his impact on the industry.

Blendtec today has more than 270 employees and is a privately held company. Blendtec is the leading manufacturer of innovative blending and dispensing equipment that is used daily in homes and in the most prestigious restaurants and smoothie shops around the world. If you've ever had a smoothie from a high-powered blender, odds are it was a Blendtec.

## FAQs

### Q: Who is Blendtec®?

A: Blendtec manufactures professional mixing, dispensing and blending equipment for home and commercial use. Distributed in 90 countries around the world, Blendtec products offer the blending total solution. Their award-winning *Will It Blend?*® Internet video series has demonstrated the singular performance of Blendtec's innovative products and has built tremendous brand awareness worldwide.

### Q: How long has Blendtec been in business?

A: Blendtec, a DBA of K-TEC, has been around since 1978, and its innovative products have literally changed the blending world. For more information, go to [www.blendtec.com](http://www.blendtec.com), [www.willitblend.com](http://www.willitblend.com) or call Blendtec directly at 1-800-BLENDTEC.

### Q: Where is Blendtec located?

A: Blendtec is a Utah-based company located in Orem, Utah.  
Blendtec  
1206 S 1680 W  
Orem, UT 84058.

### Q: What are Blendtec's latest innovative products?

A: Blendtec continues to build upon its legacy of innovation with two new products in 2012. Now available for commercial use is the Blendtec Twister™ jar – the first blender jar of its kind engineered specifically to handle ultra-thick blends such as nut butters, hummus, flavored cream cheeses, super-thick shakes and much more. The lid contains built-in scraper tines that scrape the insides of the jar while you blend, pushing the ingredients back into the blending vortex. The Twister jar offers eateries a simple, affordable way to quickly expand their menus and easily prepare attractive high-margin offerings.

Also coming in 2012 is the Blendtec Stealth™ blender – the quietest, most-powerful blender in the industry. Now foodservice providers can have the versatility and power that Blendtec blenders are famous for, while not interfering with a quiet environment for guests. Available this fall, the Stealth blender also boasts an intuitive, lighted capacitive-touch control surface and a control slider for extremely precise blending speed. It comes with a built-in USB port for easy programming, so chains can seamlessly update their menus overnight without disrupting service or paying for re-programming. All thanks to technology developed and incorporated exclusively by Blendtec.

### Q: What is Blendtec best known for?

A: Besides the popular *Will It Blend?*® videos, Blendtec is known for being a leader in innovation and for being the most powerful blenders in the world.

Blendtec is an innovator of firsts. Some of Blendtec's firsts: Electronically-controlled blenders for greater motor life (1991). A five-sided square jar design for greater volume and blending capability (2001). Pre-programmed blend cycles for speed and consistency (1994). A space-saving convertible in-counter/on-counter blender design (1994). A sound enclosure to dampen blender noise (1996). Each innovation was pioneered first by Blendtec, and each is now commonplace in the commercial blending industry. Two of the newest innovations to add to this list are a capacitive-touch interface and USB programming (2011). These two can be found in our newest machine: the Blendtec Stealth™ blender.

**Q: How did the popular “Will it Blend?” video series get started?**

A: “Will It Blend?” ([www.willitblend.com](http://www.willitblend.com)) started as a video branding campaign to demonstrate the unique power and durability of Blendtec blenders. With a \$50 budget and camera in hand, Blendtec's on-staff video team captured the first five videos of CEO Tom Dickson blending strange things that no one would expect to see blended. Within a few days they had over 6 million views on YouTube. That laid the foundation of what would become the #1 viral marketing campaign of all time (according to Ad Age).

With over 120 videos produced so far, “Will It Blend?” videos have more than 500 million views and have been seen by millions of people all over the globe, and the extreme blending has been seen on TV shows including The Today Show, The Tonight Show, The Big Idea, CBS Sunday Morning, and many others. The videos also captured a prestigious 2008 CLIO Award among other notable recognitions.

**Q: What sets Blendtec apart?**

A: When comparing competing products, it is easy to see that Blendtec equals supreme quality – and power! Their least-powerful blender is stronger than the nearest competitor. With 1560 watts, 13 amps and 3 peak horsepower, the blender can handle just about anything that you can throw in it. Combining this power and sophistication, the Blendtec blender provides versatility and ease of use for the home user, as well as time savings and overall cost efficiency to foodservice providers around the world.

Blendtec continues to grow despite the down economy. They employ more than 275 Americans at their manufacturing facility and another 100 demonstrators nationwide. Blendtec expects to add over 100 new employees in 2013, and has been recognized for its contributions to the local Utah economy. Blendtec's facility in Orem has grown from 60,000 sq. ft. to over 270,000 sq. ft. in the last five years. Financial growth has been substantial and is only getting stronger.



## COMPANY HISTORY

### Humble Beginnings

Blendtec is a brilliant example of the American dream. It began with a small-time manufacturing engineer named Tom who would have to pass through many hurdles to ultimately pave the way for the success story Blendtec is today.

Blendtec's rise to its status as a leader in commercial blenders and dispensers can be traced back to the early 1970s, when engineer Tom Dickson had spilled some wheat on his garage floor. After vacuuming up the grain, the innately curious inventor inspected the contents of the vacuum and noticed that some of the grain had been ground to flour. Tom soon found that vacuum cleaners made pretty good wheat mills. In fact, they made better flour than the stone mills currently on the market. So, what's a manufacturing engineer to do when he sees the first real breakthrough in wheat milling in the last 2,000 years? Improve on it, of course! Inspired, Tom created the Kitchen Mill, which revolutionized the home milling industry and made obsolete the previously existing technology.

Tom's desire to improve on old technology had only begun. He developed real breakthroughs in kitchen equipment that put high-tech computer advances into the average home. His next venture was a mixer/blender combo. The Mix n' Blend was designed for mixing, whipping, kneading and blending, and was equipped with a computer-controlled mixer for making perfect bread dough automatically. Most importantly, this Mix n' Blend was furnished with a blender that was more powerful than most commercial blenders on the market. This evolved into a standalone blender that was light-years ahead of its time. Suddenly, Tom's home devices were being used at top-name restaurants and juice bars at home and abroad.

Blendtec's superior technology has dramatically transformed the slow, short-lived home blender of yesteryear into the one-touch muscle blender of today, complete with computer controls, sound enclosure and stylish elegance. With the help of their online marketing efforts, Blendtec rose from near-total obscurity to become the premier blending company in both the commercial and retail worlds. In late 2006 Blendtec created a YouTube video series called "*Will it Blend?*" and has since had hundreds of millions of online views. Blendtec's marketing campaign is widely recognized as the most successful viral campaign of all time and has played an important role of bringing Blendtec into the spotlight.

Throughout Blendtec's history innovation has been deeply embedded in their culture. After the Mix n' Blend, Tom's goal was to develop the world's best blender. Because of this goal, Blendtec has led the market in introducing new technologies, including profile blending, pre-programmed blending cycles, single blades with winglets, five-sided square jars and the world's first truly self-serve smoothie machine. Blendtec incessantly seeks out ways to make customers' blending experiences better.

### The Legacy Continues

Blendtec continues to build upon its legacy of innovation with two new products in 2012. Now available is the Blendtec Twister™ jar – the first blender jar of its kind engineered specifically to create ultra-thick blends such as nut butters, hummus, flavored cream cheeses, super-thick shakes and much more. Also

coming in 2012 is the Blendtec Stealth™ blender – the quietest, most-powerful blender in the industry. All thanks to technology developed exclusively by Blendtec.

### **Made in the USA**

Blendtec takes pride in continually improving the manufacturing process to ensure that they maintain the standard of building the best blenders in the world. Bucking the national trend of offshore manufacturing, Blendtec has gone the opposite direction and vertically integrated its manufacturing right here in the USA, allowing them to control the quality and speed of production.

The company has brought many production processes in-house, and has accelerated that process even more in the last few years. Blendtec now operates its own injection molding machines, automated jar assembly line, CNC lathe machines and, recently, its very own circuit board production line. Each new process that is brought in-house improves quality and lowers costs. Also, with each new process brought in-house, more products are guaranteed to be made and assembled in the USA. *Made in the USA* is a very important sentiment at Blendtec, and this is conveyed to their vendors as well.

A great company would not be great without dedicated employees. Blendtec relies heavily on its dedicated, talented employees. Accordingly, they are intently focused on taking care of these valuable assets. The benefits package offered is on par with those of much larger employers. Beyond the typical paid days off, health benefits, and life insurance, Blendtec's benefits package includes an on-site fitness center with a full-time certified fitness trainer, a full-service kitchen for breakfast and lunch, an on-site medical clinic with a full-time physician providing traditional medical services, a planned dental clinic, on-site massage care, a company-wide recognition program, multiple charitable opportunities to donate blenders to those in need, and much more. As a result, company morale and employee engagement remain high.

Blendtec engineers and culinary specialists are constantly focused on the next big innovation. New products are in development that will continue to revolutionize the commercial blending industry.