Celebrating 50 Years of Superior Quality and Service
This year, BiRite Foodservice celebrates our 50th anniversary. We honor the legacy of John and Victor Barulich, the founders of our company, and we look forward with great anticipation to our continued growth and success. The term “a labor of love” truly defines our experiences over the past five decades.

The company’s founders taught us a great deal during this journey. Forging meaningful customer relationships, treating business associates with respect and adhering to a set of principles remain an integral part of our DNA. Undoubtedly, it is our employees who serve as our greatest ambassadors in the foodservice marketplace. They have enthusiastically accepted their responsibility in responding quickly and effectively to our customers’ challenges.

My brother Steve and I, as well as my three sons and their families (the third generation of company leaders), were born, raised and still reside in the Bay Area. We truly are a local business, and have always been one. We came from humble beginnings and recognize our responsibility to serve others. We are proud of our philanthropic history and involvement in our communities.

We are most grateful for the opportunity to participate in one of the most robust and exciting industries in Northern California. We are honored to conduct business in an environment that fosters and promotes creativity in the culinary arts. We intimately understand the high standards that both the consumer and the restaurant operator expect and deserve, and strive every day to meet and exceed those expectations.

We appreciate the support and loyalty that our customers have afforded us over these many years. We cherish the personal relationships and friendships that we have been able to establish in the course of executing our business.

We are truly honored!

BILL BARULICH, CEO
Celebrating 50 Years

OVER THE DECADES, BIRITE HAS BECOME A LEADING FOODSERVICE DISTRIBUTOR—YET THE COMPANY HAS NOT LOST ITS FAMILY FEEL

Who We Are  The BiRite legacy of quality and service began 50 years ago when John and Victor Barulich purchased BiRite Restaurant Supply, a small business that provided many of San Francisco’s coffee shops and restaurants with food products. Starting with only five employees and a commitment to superior customer service, quality products and competitive pricing, BiRite has grown to be the largest privately held broadline foodservice distributor in Northern California, employing 315 dedicated associates.

What We Do  We promote collaboration and transparency in our relationships with our trading partners. The ability to listen to our customers and quickly provide creative solutions to their challenges is a responsibility we embrace. We proudly stock nearly 14,000 items, consisting of national brands, locally sourced items, an extensive specialty and gourmet line, as well as natural, organic, non-GMO and fair-trade products. Today, BiRite is the preferred supplier to the most discriminating restaurants, caterers, universities, hotels and country clubs throughout Northern California.

Why We Do It  We are deeply proud of our history and are passionate about our responsibility to perpetuate our legacy for decades to come. We understand that the preservation of our principles and culture is critical to our ongoing success. We are committed to making the necessary capital investments in our business, implementing new technologies and effectively adapting to an ever-changing business environment. Perhaps, most importantly, we have cultivated the next generation of engaged and talented leaders.
**BY THE NUMBERS**

**BIRITE AT A GLANCE**

1966

The year the company began operations in San Francisco’s Sunset District. At the time, there were only five employees.

5,947

The total number of restaurants, caterers, hotels, delis, businesses and universities BiRite services.

238,000

The square footage of BiRite’s current facility in Brisbane, California. It is nearly 20 times the size of the 12,000-square-foot warehouse the company had when it was founded 50 years ago.

315

The number of employees currently working for this third-generation family business.

51

The number of BiRite trucks that deliver between 35,000 and 40,000 cases of products to customers around the Bay Area every day.

13,358

The number of items BiRite carries in stock, with a superior industry standard fill rate of more than 99.7 percent.
The Goods

Whether customers are in need of gluten-free or gourmet products, BiRite has it all

The preferred supplier to many Bay Area establishments, BiRite offers items ranging from organic to non-GMO to locally made products. Working with both small businesses and large national chains, the company is committed to providing customers with quality goods, timely deliveries and competitive pricing. Among BiRite’s nearly 14,000 products are:

- Locally produced, organic, non-GMO, gluten-free and fair-trade products as well as nationally branded products.
- Fresh next-day protein and sustainable seafood options, ranging from standards such as poultry, fish and beef to exotic meats such as buffalo and goat.
- A large selection of fresh fruits and vegetables (much of it locally sourced, organic and non-GMO) that can be sliced, diced and packaged any way you like.
- Compostable and environmentally safe disposable and non-food products. BiRite carries virtually any item a restaurant needs to operate efficiently.

EXPERT OFFERINGS

BiRite provides much more than foodservice distribution

BiRite is committed to making its customers’ operations run as smoothly as possible. Businesses receive more than just products. They get experienced professionals providing support and training, too. Services include:

- Executive chef, individualized consulting and training, and an industrial test kitchen
- Extensive imported specialty items
- Vast inventory of equipment and supply products
- Equipment and supply showroom
- Dish machine leasing, sales and service
- Green certified warewashing and cleaning chemicals
- AutoCAD design services
IN GOOD HANDS

BiRite’s growth, overseen by Bill and Steve Barulich, is guided by the company’s founding vision

When Bill Barulich started working at BiRite, the company had six employees. He drove trucks and worked nights in the warehouse. His father, Victor, who founded the company in 1966, wanted his son to learn the whole business from the bottom up. “I did those jobs for a considerable amount of my career,” recalls Bill, now the company’s CEO. “And I have the deepest respect for the people who do that work now.”

Bill credits Victor with creating the company’s culture, which, Bill says, is based on hard work, fairness, generosity—and the idea that work should be both professional and enjoyable. (All the Barulichs agree on this point: A sense of humor is key to working at BiRite.)

As Bill remembers, Victor would often be the last person at work, regularly leaving with a box of groceries in his car to hand-deliver to a client. “He taught us to respect the contributions of every member of the organization,” Bill says.

Steve Barulich, Bill’s younger brother and the company’s president, notes that his father felt a deep sense of responsibility to help others. “He would often take groceries to the poor, and Bill and I try to continue that legacy,” Steve says. “We have been blessed, and we share those blessings with those who are less fortunate. Charity is very close to our hearts.”

Indeed, today, BiRite supports many nonprofit organizations, such as St. Anthony’s, Project Open Hand and the Delancey Street Foundation, and often donates groceries that are close to their expiration date.

Over the years, Bill and Steve have guided BiRite’s growth in a manner consistent with their father’s mission. And while the company has grown into a business that today serves thousands of clients, including such renowned restaurants as Boulevard and The French Laundry, it also continues to deliver food to the kitchens at St. Anthony’s and UC Berkeley, as well as a variety of nonprofits.

With Bill’s three grown sons in key managerial roles, BiRite is now a third-generation business and seems certain to continue growing in accordance with its founding principles. “I am so gratified that my sons chose to carry on their grandfather’s legacy,” Bill says. “I am very optimistic about the future of our organization.”
Supply and Demand

Birite’s Deeply Loyal Relationships with Its Suppliers are Based on Shared Values

“We look for suppliers who care about the same things we do: quality, service and fair prices,” says Tom Whiteside, Birite’s vice president of purchasing. These mutual commitments have led to extraordinarily long-term partnerships, some of which date back more than 30 years—highly unusual in an industry in which the average supplier/buyer relationship is five to seven years. “It’s a team effort,” Whiteside says. “We want suppliers who are as dedicated to service as we are.”

The suppliers provide Birite with products that include national brands as well as locally sourced offerings and specialty and gourmet products. Birite also prides itself on sourcing even the hardest-to-find items, such as artisanal and heirloom goods—a key reason why many of the Bay Area’s finest eateries choose to work with the company. To further meet clients’ needs, Birite acquired A&B Produce to provide farm-fresh fruits and vegetables on demand. Birite also works with vendors of nonfood items, like paper and cleaning products commonly used in restaurants.

“At Birite, we have always said that our greatest asset is our people,” Whiteside adds. “And we value our suppliers like family.”

“Our relationship goes back at least 35 years. Birite treats everyone as an extension of the family. They truly believe that we are all in this together.”

—Doug Hall, Owner and President, Value Products

“We have done business with Birite since the early ’90s, and we connect with their work ethic and integrity. Their ‘How can I help you?’ attitude sets them apart.”

—Dick Tracy, Chief Operating Officer, Dot Foods

“I met Bill and Steve Barulich in 1979, and they continue to have the dedication and loyalty of their father, Victor. I realize it is rare to have a professional relationship that lasts this long, but it has also been a lot of fun.”

—Mitch Vierra, Northern California Regional Sales Representative, Paterson Paper
## OUR STORY

A timeline of the major milestones in BiRite's 50-year history

FIFTY YEARS AGO, BIRITE BEGAN AS A SMALL FAMILY BUSINESS. TODAY, THE COMPANY IS NO LONGER SMALL, BUT IT PROUDLY REMAINS FAMILY-OWNED. AS THE REINS HAVE PASSED FROM ONE GENERATION TO THE NEXT, BIRITE HAS EARNED LOCAL AND INTERNATIONAL RECOGNITION FOR ITS CONTINUED DEDICATION TO PROVIDING CUSTOMERS THE HIGHEST-QUALITY SERVICES AND PRODUCTS. NOW WELCOMING ITS THIRD GENERATION OF BARULICHS—CEO BILL BARULICH’S THREE SONS, NATHAN, AARON AND ZACK—BIRITE REFLECTS ON ITS PAST AS IT EAGERLY LOOKS TO THE FUTURE.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1966</td>
<td>The company is founded in a 12,000-square-foot San Francisco warehouse by cousins Victor and John Barulich.</td>
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<td>1971</td>
<td>BiRite adds a chemical/warewashing division.</td>
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<td>1972</td>
<td>The company moves to a 32,000-square-foot San Francisco warehouse.</td>
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<tr>
<td>1982</td>
<td>BiRite adds an equipment/small wares division.</td>
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<tr>
<td>1984</td>
<td>The company moves to a 60,000-square-foot San Francisco warehouse.</td>
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<tr>
<td>1988</td>
<td>BiRite’s customer roster totals 1,500, with sales of more than $40 million.</td>
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“I’d like our company and our customers to feel that we are in this together. It’s important to be able to look back and say that you did it your way, the best you could. That’s BiRite’s way.”
—VICTOR BARULICH

1993 / BiRite is named Nugget Cooperative’s Distributor of the Year.

1995 / BiRite is named Nugget Cooperative’s NESA Distributor of the Year.

1997 / BiRite moves to a 238,000-square-foot facility in Brisbane.

2000 / BiRite receives UniPro Cooperative’s Distributor of the Year award.

2003 / The company’s sales eclipse $166 million.

2010 / BiRite receives the University of San Francisco’s Gellert Family Business Award.

2011 / The company receives the Excellence in Distribution Award from the International Foodservice Manufacturers Association.

2012 / BiRite replaces all of the warehouse lighting with energy-efficient LED motion-sensor lights. The electrical reductions provide the same benefit as planting over 100 acres of trees.

2012 / BiRite acquires A&B Produce in South San Francisco.

2012 / BiRite comes in at No. 39 on the San Francisco Business Times list of the Largest Private Companies.

2013 / BiRite adds a specialty and gourmet division.

2014 / BiRite is ranked 33rd on the San Francisco Business Times list of the Healthiest Employers in the Greater Bay Area.

2015 / Refrigeration/freezer equipment undergoes extensive expansion to accommodate sales growth.

2016 / BiRite’s sales eclipse more than $310 million. The company is ranked the 12th-largest San Francisco Bay Area family-owned business. BiRite celebrates its 50th year in business.
Gary Pistochni, fleet manger/ driving trainer

During his 38 years at BiRite, Gary Pistochni has helped the company do everything from delivering supplies to the U.S. Open to hoisting food onto a freighter ship. But one of his biggest challenges has been hiring great drivers. “We can teach anyone to drive,” he says. “The challenge has always been to acquire good drivers with character and who treat our customers well.”

He says BiRite’s owners set a prime example. “Once, we moved to a new building, and it was a big move,” Pistochni recalls. “Victor said, ‘I think we can make it.’ When he said ‘we,’ he meant the family and employees. He always rolled up his sleeves. On Saturdays, I’d be training drivers, and he’d pick up lunch for everyone. You don’t necessarily see that in a big corporation.”

José Rodriguez, driver

In his 20s, José Rodriguez worked in a restaurant co-owned by Victor Barulich. “I used to cook for Victor back in the day,” he remembers. “I found out that Victor owned the company I ordered my supplies from, so I asked him for a job.”

That was in 1978, and Rodriguez has been driving for BiRite ever since—doing eight to 12 drops a day. “I like being out there on the road,” he says. “I worked for Bill and Steve, and now the grandkids have taken over. I’ve known them since they were kids. I used to take Nathan on my routes when he was a young man. Time flew so fast!”

“I found out that Victor owned the company I ordered my supplies from, so I asked him for a job.”

—José Rodriguez
Dave Barry, sales representative

About 10 years ago, a would-be customer asked Dave Barry for help outfitting her new restaurant in Missoula, Montana. It wasn’t in BiRite’s territory—or anywhere near it. But Barry told Bill Barulich he’d figured out a way to make it work. “Bill said, ‘Let’s do it!’ That’s how Bill and Steve are,” Barry remembers.

Barry, who was originally in the restaurant business, has been with BiRite for the past 29 years. “I’ve always enjoyed working here,” he says. “BiRite’s top priority is the employee, and I’ve been able to be extremely successful in what I do.”

“BiRite’s top priority is the employee, and I’ve been able to be extremely successful in what I do.” —Dave Barry

Janet Dewey, buyer

Before joining BiRite 26 years ago, Janet Dewey worked for a large corporation that had layers of bureaucracy, making it tough to get things done. “Having come from a corporate climate, I appreciate the family atmosphere at BiRite,” she says.

Dewey also loves BiRite’s forward-thinking approach and commitment to excellence, which, she says, were there from the beginning. “I thought so highly of Victor,” Dewey says. “He was a great man, and BiRite meant so much to him. When you work for someone like that, you just want to produce at a high level.”

“Having come from a corporate climate, I appreciate the family atmosphere at BiRite.” —Janet Dewey
From large institutions to fine dining, BiRite treats every client with respect and trust. Here, clients explain what makes working with BiRite so special.

**OUR CLIENTS**

**MIKE FORTER, CO-OWNER OF AMICI’S EAST COAST PIZZERIA, THROUGHOUT THE BAY AREA**

With 12 locations in the Bay Area and counting, Amici’s is booming. Co-owner Mike Forter credits the “spirit of collaboration” at BiRite with helping make that success possible.

“You can actually call up the owner and say, ‘Can you bring in this type of cheese? Can you bring in this kind of meat?’” Forter says. “Nobody else does what BiRite does.”

**RAY GALLAGHER, SCOTT’S CATERING, WALNUT CREEK**

Over its 50 years, BiRite has made many partnerships, but the one with Ray Gallagher, a restaurateur and owner of Scott’s Catering, stands out. That’s because Gallagher, who was mentored by BiRite founder Victor Barulich, has worked with BiRite since the company’s start.

“I don’t think of BiRite as a purveyor,” Gallagher says. “It’s familia, and they let you in.”

**SHAWN LAPÉAN, EXECUTIVE DIRECTOR OF CAL DINING, BERKELEY**

Serving more than 30,000 meals a day, UC Berkeley’s Cal Dining program requires flexibility to meet its needs. Luckily, BiRite is a more than capable partner.

“We have won a number of awards for our food,” LaPean says, “and if it wasn’t for BiRite, I don’t know how many of those we would have won.”

**AARON MENEGHELLI, EXECUTIVE CHEF AT CARNEROS INN, NAPA VALLEY**

Already boasting some of the finest dining in Napa Valley, Carneros Inn counts on the specialty goods offered by BiRite to help maintain the restaurant’s high culinary standards.

“They have really allowed us to expand what we’re doing,” says Meneghelli. “They’re aggressive in what they provide, and that’s appreciated.”

**NANCY OAKES, EXECUTIVE CHEF AND OWNER OF BOULEVARD, SAN FRANCISCO**

Award-winning chef Nancy Oakes has been a loyal client of BiRite’s for nearly three decades. Her reason why?

“It’s the people and culture of the company,” Oakes says. “They have always been completely honest.”
Giving Back

BIRITE’S DEDICATION TO SERVING THE COMMUNITY IS EVIDENT IN ITS SUPPORT OF MANY NONPROFIT ORGANIZATIONS IN THE BAY AREA AND BEYOND

As a family business, servicing the Greater San Francisco Bay Area, BiRite has accepted the responsibility of sharing its blessings with those in need. Philanthropy and community outreach continue to be important considerations as the company attempts to create a positive change in the environment in which it operates.

BiRite has participated in and funded strategic alliances with nonprofit organizations that focus their attentions on the disadvantaged members of their local communities. “We have witnessed firsthand the remarkable dedication of these agencies and the positive changes that have resulted through their efforts,” says BiRite’s CEO Bill Barulich.

In recognition of BiRite’s 50th anniversary, the company invited the following 10 charitable organizations to attend a special luncheon at John’s Grill in San Francisco on June 20, 2016.

- The Delancey Street Foundation
- Episcopal Community Services of San Francisco
- GLIDE Memorial Church
- Jewish Home of San Francisco
- Ohlhoff Recovery Programs
- Pomeroy Recreation and Rehabilitation Center
- Project Open Hand
- Sisters of Mercy
- St. Anthony Foundation
- St. Vincent de Paul Society of San Francisco

“We have enjoyed strong partnerships with these organizations throughout our history,” Barulich adds, “and to continue supporting their good works, we were pleased to provide each of them with a check for $50,000.”
Tell us about your beginnings at BiRite.

AARON: When we started working here, the first thing we were all told to do was to sweep the floor and do different jobs. You can have the greatest products, but if the floor is not clean, it’s not working. So we have learned to respect every single position in the company. No matter who you are, everyone is expected to pitch in. The philosophy is that you are no better than the next guy.

ZACK: We have always been aware of what it means to be a Barulich working here. It means having a work ethic and keeping an open-door policy with everyone. And it means having fun while you do it.

NATHAN: There is definitely a compassionate element here, especially in the way employees are treated. We quickly learned that our employees are not only an extension of our family but also our greatest assets, the reason for our success and why our customers love doing business with BiRite.

What do you see as BiRite’s greatest value proposition today?

ZACK: I think it’s our one-on-one relationships with suppliers and clients, and our superior service.

NATHAN: Superior customer service, along

“While my brothers and I have big shoes to fill, the generations before us have done a thorough job of instilling in us the values and principles that they used to make BiRite what it is today.”

—NATHAN BARULICH, VICE PRESIDENT OF OPERATIONS
with the personal touch we use to build genuine business partnerships with our customers.

AARON: It’s all about engaging our customers and finding ways to make them successful, and that often means knowing what they want ahead of time. For example, I would never have guessed five or 10 years ago that people would want to order a box of ingredients and make their meals at home. But we saw that coming, and now proudly service many of these meal kit delivery companies.

NATHAN: I’m interested in being ready to respond to new industry trends and demands. I want to put ourselves in a position where we can always add value. The challenge as we grow is to remain nimble, flexible and responsive.

AARON: I think that is something we have always done well. We are not set in our ways. We are happy to turn on a dime and be flexible.

What are some of the areas of growth and change for BiRite now?

ZACK: We are seeing a lot of growth coming from independent operators, people with whom we share an entrepreneurial spirit. Like them, we are on our toes and ready to respond, and we’ve built a trustworthy team that’s also highly responsive. We want to take risks and improve BiRite. I want to use new technologies to ensure that fast response time, and being in the Bay Area gives us immediate access to the latest developments. I also want to use technology to get rid of paper. That’s one of my priorities.

AARON: One of the biggest developments is our new mobile online ordering system, which we are launching this year. It will add incredible efficiencies to ordering.

NATHAN: We are constantly trying to get information to and from our customers more efficiently. The proof-of-delivery system we are launching in 2017 will be another step toward accomplishing that.

How do you see BiRite’s future?

NATHAN: Very bright. While my brothers and I have big shoes to fill, the generations before us have done a thorough job of instilling in us the values and principles that they used to make BiRite what it is today. We will take what we have learned from them, put our own spin on it and carry it forward into the future.

“With the personal touch we use to build genuine business partnerships with our customers.”

—AARON BARULICH, GENERAL MANAGER

“We have learned to respect every single position in the company. No matter who you are, everyone is expected to pitch in. The philosophy is that you are no better than the next guy.”

—ZACK BARULICH, CHIEF FINANCIAL OFFICER

“With the personal touch we use to build genuine business partnerships with our customers.”

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50 Years of Superior Quality and Service