

Kevin Krabill
President and Founder
30 Things You Should Know About Me

1. The one word that best describes me is “intense”.
2. My phone is always on. I answer my phone.
3. If I can't answer, leave me a message. Please do not hang up. If I don't answer, I will call you back.
4. We are Associates, not employees. We always write Associates with a capital “A” as a symbol of respect.
5. I will wash the dishes if I'm at your restaurant when it's closing time.
6. I like to bake more than I like to sell, but I will do either.
7. We share information. The more you know, the better.
8. We work hard and we play hard.
9. I like Tanqueray gin with tonic and two limes.
10. I have worked in foodservice for 33 years because I enjoy this business.
11. The recipe for the pretzels came from a \$20 cookbook. The secret is the Associates and the system, not the recipe.
12. We had some tough years from 2006-2010. We're growing again.
13. Single, never married and no kids. You're my extended family.
14. My mom is a great baker, my dad never rolled a pretzel that I know about – it's best that way.
15. I prefer Coke over Pepsi. I have a big Coke collection.
16. I'm a big Starbucks fan – not only for the coffee but also for the way they do business.
17. I like to travel. My favorite place is northern Minnesota.
18. My favorite music is American Indian flute music, classical and country.
19. My favorite book is *Good to Great* by Jim Collins.
20. I graduated from Kent State University with a degree in accounting in 1990.
21. I worked for Ernst & Young in Cleveland, OH for five years as an auditor.
22. I want to start another business that sells healthy junk food.
23. I'm fanatical about details. That's both a weakness and a strength.
24. We communicate in sentences, not paragraphs.
25. Making the numbers is very important in our culture.
26. I care about my legacy.
27. I want you to be successful in whatever you do.
28. I hope you learn from me because I will learn from you.
29. This is not an easy place to work, and we like it that way.
30. I expect a lot from you, and you have a right to expect a lot from me.