



NEWS RELEASE

Carl Buddig & Company Inks Licensing Deal With Kingsford to Launch Kingsford Branded Pre-Cooked, Smoked Ribs and Barbecue Meats

9/26/2017

HOMEWOOD, Ill.--(BUSINESS WIRE)-- CBQ, LLC, a wholly owned subsidiary of **Carl Buddig & Company**, has reached a multiyear agreement to produce **Kingsford®** branded pre-cooked ribs and barbecue entrees. Kingsford charcoal, the inventor of the charcoal briquet, has successfully entered the food category this year with the launch of Kingsford BBQ sauces and Dry Rub.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170926005356/en/>

CBQ, LLC, a wholly owned subsidiary of Carl Buddig & Company, has reached a multiyear agreement to produce Kingsford® branded pre-cooked ribs and barbecue entrees. Available nationwide in December 2017. (Photo: Business Wire)

CBQ's pre-cooked Kingsford ribs and barbecue proteins will launch nationwide in December 2017 and will feature the

hardwood, slow-smoked taste that consumers love, made with simple, real ingredients and without high fructose corn syrup, artificial flavors or preservatives. Under this partnership, CBQ will also transition its proprietary No Mess Oven and Grill Ready Pans, unique to the category, to the Kingsford brand.

"Kingsford is a highly respected brand across categories with exceptional consumer awareness. This partnership is a natural fit for Buddig as we continue to grow our product line of fresh, great-tasting meats," said Tom Buddig, executive vice president of Carl Buddig & Company. "We're excited to expand our line of pre-cooked barbecued ribs and entrees under the Kingsford brand while continuing to drive synergies with their BBQ sauces, flavored charcoal and grilling products."

Buddig will leverage its national sales and distribution network to support the Kingsford launch in supermarkets, club stores, food service and military channels.

“Consistent with our Kingsford food strategy to expand the brand through licensing, we are excited to partner with Carl Buddig to launch this new line of Kingsford smoked ribs and barbecue meats,” said Rory Wehrlie, associate director of alliances at The Clorox Company. “We look forward to building on Kingsford’s 90-plus years of grilling expertise to offer high-quality Kingsford branded barbecue foods that create significant value for the category and consumers.”

About Carl Buddig & Company

Based in Homewood, Illinois, Carl Buddig & Company has been feeding family traditions for nearly 75 years with the very best in taste, variety and convenience. Carl Buddig & Company is owned and operated by the Buddig family and is proud to be entering its fourth generation of family ownership. In addition to launching the Kingsford brand of high-quality barbecue products, Carl Buddig & Company is the parent company responsible for distribution of Buddig lunchmeat and Old Wisconsin® hardwood-smoked sausage and snack products in supermarkets across the country. Buddig offers an assortment of quality, thin-sliced lean meats for sandwiches, snacks and special recipes, including Buddig Original, Premium Deli and Fix Quix® products. Old Wisconsin sausage and meat snack products are handcrafted and smoked over real hardwood fires. To learn more, please visit www.buddig.com and www.oldwisconsin.com.

About Kingsford Charcoal

Kingsford Charcoal has fired up great times and great-tasting food for nearly 100 years. **The Kingsford Products Company** is a wholly owned subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with more than 8,000 employees worldwide and fiscal year 2017 sales of \$6 billion. For more information, visit www.kingsford.com. For information on Kingsford licensing, please contact Rory Wehrlie at rory.wehrlie@clorox.com.

CLX-B

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170926005356/en/>

Source: Carl Buddig & Company

Andria Rosell

Jacobson/Rost

arosell@jacobsonrost.com

(312) 799-3115