



Three generations of hard work and family pride began in 1946 when John Kinder opened his first meat market in the Bay Area town of San Pablo, California. In 1985 Kinder's was relocated to Concord, California, and the business became a popular neighborhood meat market, deli and catering company - not to mention, the only place in town to get a marinated ball tip steak sandwich. Soon after, the family opened a second store in Pleasant Hill, California, which was an immediate success.

Over the years, the Kinder's have developed their own collection of award winning BBQ sauces, marinades, rubs and spices. The combination of Kinder's products with a passion to make every customer feel at home has made each location a thriving success. Today, the Kinder's are sharing their success by introducing a franchise model that allows any qualified person the opportunity to own and operate their very own Kinder's Meats-Deli-BBQ establishment.

The Kinder's quick service establishments specialize in grilled sandwiches, deli sandwiches, custom meats and catering services. Since 1946, the Kinder's concept has evolved as a result of 60 years of experience focused on customer satisfaction, quality products, creative thinking and affordable pricing.

**First Generation, John Kinder** - John has instilled a sense of respect for the customer, a steadfast commitment to quality, and a sense of honor in every product he has served. Today, John continues to grow his legacy by refusing to retire. Employees and customers are honored everyday with his presence as he passes down trade secrets to future generations on a daily basis.

**Second Generation, Dan Kinder** - Dan purchased the business from his father John in 1982 and relocated to Concord, California in 1985. He soon realized that his past and growing success has been based on his community involvement. Dan strongly believes in integrating business with life in the local area. Being genuinely involved with the community is personally rewarding and has been an integral part of the Kinder's success story.

**Second Generation, Paula Kinder** - Paula Kinder has been a part of the Kinder family since her high school days. She is the former wife of Dan and the mother of Justin and Jacob. She has been a key player in the business and financial pieces of the family stores for over 25 years, and is the founder and president of P. K. Kinder Co., Inc. which manufactures and distributes Kinder's marinades and sauces. Paula takes great pride in the communities in which she lives and works and attributes the success of Kinder's to the loyalty of our devoted customers.

**Third Generation, Justin Kinder** - Justin Kinder grew up in the business. The family opened a second location in 1998, which Justin managed for several years. Justin now oversees all six family locations. He is also instrumental in lending his expertise and business skills to the brand and franchise development efforts. Justin is proud to continue his family's legacy of contributing to the communities in which they operate. In fact, Justin was honored with special recognition from his hometown Chamber of Commerce as Martinez Man of the Year 2008.

**Third Generation, Jacob Kinder** - IN MEMORIAM June 30, 1981 - August 18, 2006

Jake is the son of Dan and Paula Kinder and brother of Justin. Like Justin, he grew up in the business working alongside his family. Jacob helped open and then manage the Brentwood store. Sadly, Jake died in a motorcycle accident in August 2006 at the age of 25. He is loved and missed by all whose lives he was a part of.

Kinder's management will continue to build a brand, a team and a product that we are proud of! The most vital piece of this process is to aid, help and ultimately give back to local communities that we serve.

To date Kinder's Meats, Deli and BBQ has proudly and modestly donated time and food to the Special Olympics, Muscular Dystrophy Society, and Leukemia Society, various Rotary Clubs, Children's Hospital, and the Tempe, Chico, and Benicia Fire Departments on 9/11.