Mennel

Trusted Since 1886

The Mennel Milling Company

Brand & Communication Guide

Grain | Milling | Bakery Mix & Foodservice
Transportation & Logistics

INTRODUCTION

This guide was created to help ensure a consistent presentation of the Mennel brand to our customers, communities, employees, potential employees, and the media.

We ask that you reference the guidelines on the following pages any time you need to use Mennel's branding and communications elements – from logos and colors to company names and messaging.

As we take pride in our company and the essential work of our team, let's work together to present a unified brand in all that we do.

Please contact the Marketing Communications team with any questions.

Thank you.

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ABOUT MENNEL

VISION

To be the leading provider of grain-based food solutions by blending legacy and innovation.

MISSION

To reliably deliver superior quality, uniformity, and service through strategic investments in our products, processes, and people.

PURPOSE

To nourish communities by providing grain-based foods at every meal.

PHILOSOPHY

At Mennel, we believe in doing right and bringing our best to our people who are helping to feed the world.

VALUES

Quality. Uniformity. Service.

***Quality*:** We are committed to producing the finest flour and bakery mixes because Mennel has set the standard.

***Uniformity*:** We deliver reliable and consistent products and services.

***Service*:** We bring a special level of care and support because it’s how we’ve operated for 140 years.

OUR STORY

The Mennel Milling Company is a flour milling operation that produces the best quality flour and bakery mixes that are essential to the foods people enjoy every day – from breads and cereals to noodles, cookies, and cakes. Trusted since 1886, Mennel has been family owned and operated for five generations, with the help of the hearts and hands of 1,000 dedicated employees.

As a progressive company, Mennel is committed to being a good steward of our environment and sustainability, an advocate for our family of employees, and a philanthropic member of our local communities.

Over the years, Mennel vertically integrated and diversified its operations through the strategic expansion into grain handling and storage, specialty flour milling and packaging, bakery mixes, and transportation/trucking.

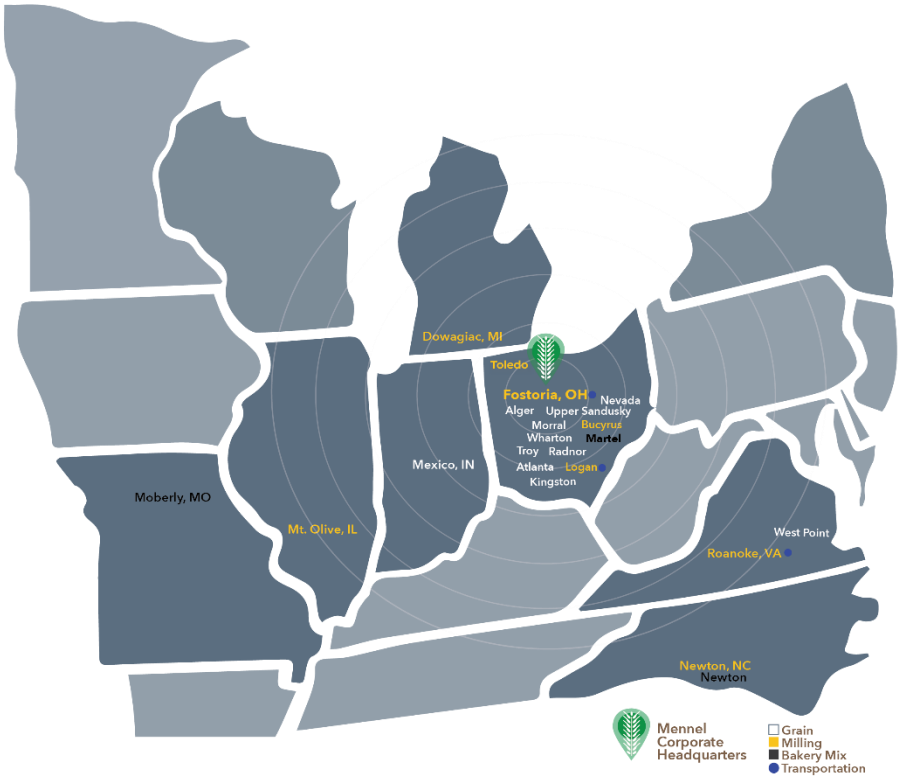
The people at Mennel are doing their part to contribute to the world's food chain with quality and integrity. *Bringing you our best*.

WHO WE ARE

COMPANY DIVISIONS & LOCATIONS

Comprehensive Facility List by Division

Milling • Grain • Bakery Mix & Foodservice • Transportation & Logistics • Corporate +



Milling Capacity

Mennel Milling Toledo	40,000 cwts/day
Mennel Milling Fostoria	28,000 cwts/day
Mennel Milling Roanoke	10,000 cwts/day
Mennel Milling Logan	8,600 cwts/day
Mennel Milling Newton	7,000 cwts/day
Mennel Milling Dowagiac	5,500 cwts/day
Mennel Milling Bucyrus	5,000 cwts/day
Mennel Milling Mt. Olive	2,400 cwts/day
Total	106,500 cwts/day

The Toledo Flour Mill is the largest of the company's flour milling plants and the 2nd largest flour mill in the U.S., while the Fostoria Flour Mill ranks 5th nationally. Overall, Mennel ranks 4th in the U.S. in milling capacity.

What is flour milling?

Milling of wheat is **the process that turns whole grains into flours**. The overall aims of the miller are to produce: 1) A consistent product. 2) A range of flours suitable for a variety of functions. 3) Flours with predictable performance.

LOCATION BY DIVISION

Trade Names For everyday use; a list of legal names is also maintained by the branding department.

Milling Division (7)

Mennel Milling Bucyrus – Bucyrus, OH
Mennel Milling Fostoria – Fostoria, OH
Mennel Milling Mt. Olive – Mt. Olive, IL
Mennel Milling Logan – Logan, OH
Mennel Milling Toledo – Toledo, OH
Mennel Milling Dowagiac – Dowagiac, MI
Mennel Milling Roanoke – Roanoke, VA

Grain Division (11)

Mennel Grain Atlanta – New Holland, OH
Mennel Grain Farm – Upper Sandusky, OH
Mennel Grain Foraker, OH
Mennel Grain Mexico, IN
Mennel Grain Morral, OH
Mennel Grain Nevada, OH
Mennel Grain West Point, VA
Mennel Grain Radnor, OH
Mennel Grain Troy, OH
Mennel Grain Kingston, OH
Mennel Grain Wharton, OH

Bakery Mix & Foodservice Division

Mennel Bakery Mix and Foodservice – Caledonia, OH (Martel)
Mennel Bakery Mix and Foodservice – Moberly, MO (Moberly)
Mennel Milling & Bakery Mix – Newton, NC (Mennel Newton)
Mennel Mennex Processing & Packing – Fostoria, OH (Mennex)

Transportation & Logistics Division

MMC Transport Fostoria – Fostoria, OH
MMC Transport Logan – Logan, OH
MMC Transport Roanoke – Roanoke, VA
Class 8 Truck Repair – Fostoria, OH

Corporate+

BMP Maintenance Group – Fostoria, OH
The Mennel Milling Company / Mennel Business Office / Mennel Corporate Headquarters – Fostoria, OH

FUN FACTS ABOUT MENNEL

• Our flour is **used by 100s** of nationally known companies and independent bakers.

• It takes over **2,500 acres of wheat** production to supply our mills for one day.

• We've developed more than **900 unique flour recipes** to meet the needs of our loyal customers through the years.

• We continue to invest in **research and development** because our approach is custom, authentic, and we'd like to think, truly innovative.

• Although you won't see Mennel flour on your grocery shelf, **our flour is widely used in many brands** of cake mixes, cookies, snack crackers, breading, batters, gravies, soups, ice cream cones, pretzels, oriental noodles, and regionally branded breads that you would recognize.

• Our **bakery mix** is used by major food companies and popular restaurant chains.

• **We're well-known in the industry** and gaining momentum locally, regionally, and nationally too. And not just for flour and grain, but now bakery mix and so much more.

• We employ **our own transportation team** and offer **warehousing services** (through a partnership with Ohio Logistics) to ensure a seamless process for all our partners.

BRANDING & DESIGN

COMPANY NAME – USE GUIDELINES

When to use …	Name
Official Name	The Mennel Milling Company
Short Name	Mennel
Website	mennel.com

BRAND TAGLINES

• Trusted since 1886
• Bringing You Our Best
• Quality. Uniformity. Service.

FUN FACT: Our current **logo was designed by Adrienne (Mennel) Peak.** Adrienne is an experienced graphic designer and is the sister of D. Ford Mennel (5th generation president) and daughter of Donald L. Mennel (former 4th generation president).

LOGOS

All logos are saved on the MennelConnect on SharePoint – select Branding & Communications in the Division dropdown. High resolution artwork, different file types, and additional color variations of the logo (such as white for reverse imprint) are available.

Please contact the marketing communications department to request a copy – if you can't find what you're looking for in the folder or to discuss further.

Class 8 Truck Repair, BMP Maintenance Group, and MMC Transport maintain separate logos outside of the standard Mennel logo treatment.

FUN FACT: **The line under "nel"** is strategically placed to help with the pronunciation of our name. Mennel is who we are, and what people call us.

Standard corporate logo – global use

Mennel Mennel

Standard corporate logo with moto and wheat – primarily for marketing purposes

Mennel QUALITY. UNIFORMITY. SERVICE. Mennel QUALITY. UNIFORMITY. SERVICE.

Standard corporate logo with tagline and wheat – primarily for marketing purposes

Mennel BRINGING YOU OUR BEST Mennel BRINGING YOU OUR BEST

Standard corporate logo with vertical orientation

Mennel Mennel

In some cases, the wheat stalk graphic may be used independent of the Mennel name as well.

COLOR PALETTE

Colors			
Yellow Gold	Pantone 109u	HEX #FFC700	Primary
Cool Gray	Pantone 10u	HEX #818387	Primary

FONTS/TYPEFACES

Fonts	
Arial	Everyday use
Arial Narrow	Everyday use
Arial Black	Everyday use
Dear Joe 4 Smooth	Headline script font

CAMPAIGN THEMES

FLOUR POWER CAMPAIGN

Our “Flour Power” is our commitment to the world's food chain and the importance of Mennel flour in so many foods and bakery mixes. www.mennel.com/flourpower

140th ANNIVERSARY CAMPAIGN

Our 140th Anniversary campaign celebrates the generations, people, and purpose that have shaped Mennel since 1886 – honoring our legacy while looking ahead to the future.

SOCIAL MEDIA

Part of our external communications efforts, we are actively promoting Mennel on the following social platforms:

- Instagram
- Facebook
- LinkedIn
- YouTube
- X / Twitter
- Job Search Sites

Mennel

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Bakery Mix & Foodservice
Transportation & Logistics

Mennel Headquarters • 319 S Vine St. • Fostoria, OH
mennel.com