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RAM GROUP

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How good is RAM Group? You be the judge! We let our performance results speak for themselves.

White Castle Frozen Hamburgers

- Successfully launched into test market in 1987
- Expanded product line nationally securing 95% ACV distribution across the United States
- Currently the #1 selling frozen sandwich brand in America (I.R.I.)



Pace Picante Sauce

- Hired in 1983 to expand brand nationally
- Annual sales growth exceeded 25% every year for eight straight years
- Pace Foods was sold to Campbell Soup Company in 1995 for \$1.1 Billion



Scoop Away Cat Litter

- Introduced the first "clumpable" cat litter to the grocery and non-food trade in 1989
- The brand revolutionized the cat litter category by creating an upscale,



higher margin segment.

- Within three years, "clumpable" cat litter dominated category market share
- In 1993, Scoop Away was sold to First Brands Corporation at a significant premium

Scotts Miracle Gro

- Hired in 2003 to focus on underdeveloped grocery and drug classes of trade
- Sold 42 new customers in first two years
- Grew dollar sales +68% in first two years



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RAM Group is headquartered in Columbus, Ohio U.S.A. Telephone: 614.766.9859