

## For Use At Will



### Biography of Annie Chun

Annie Chun was born and raised in Seoul, Korea, and came to Northern California as a young adult, where her family owned and operated a top-rated Korean restaurant in San Francisco. A self-taught chef, she learned the importance of consistency, flavor balance, and the importance of using the best quality ingredients while working in her family's restaurant. This experience sparked her idea for a line of products and gave her the confidence to become an entrepreneur in the food business. Annie knew that her family heritage of traditional, carefully tended recipes was a resource upon which she could draw to build a rewarding, successful company.

In culinary savvy Northern California, where farmers' markets have blossomed as weekly food shopping meccas, Annie first introduced her signature Asian sauces. In 1992, she set up shop and a sampling station at the Marin County Farmers' Market in San Rafael. The response of her earliest customers gave her the information and encouragement she needed to know that her products were perfect for the greater retail market.

With an initial investment of only \$500 and a lot of help from friends and family, she founded Annie Chun's Gourmet Foods. Her goal was, and is, to deliver healthy, all natural, authentic Asian foods to Western consumers, and to make Asian cooking, as she says, "as easy to prepare as spaghetti" for Americans.

Her products are based on traditional recipes that have been part of her family for generations, and influenced by the fresh ingredients available in the San Francisco Bay Area. Annie Chun's All Natural Sauces, four to begin with and now five in all, were launched that year into natural and gourmet grocery stores with great success.

That early success propelled Annie toward introducing an ever-growing line of products – rice noodles, wheat noodles, meal kits and the ground-breaking Noodle Bowls and Noodle Express meals in biodegradable packaging – while staying true to her first goal. She runs her company with her husband and partner, Stephen Broad, and has the delightful experience of working with her mother and sister to create just the right flavors for all of her products.

Annie Chun's products have become more pertinent to her own life than ever before – she now runs a fast growing company, and is a mother with two children of her own. "I really understand the importance of quick and easy meals for busy families. My products are also affordably priced, nutritious, delicious and versatile."

Annie Chun lives in Northern California with her husband, and two children.