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... For immediate release ...

BETTCHER INDUSTRIES SIGNS DISTRIBUTION AGREEMENT WITH GRASSELLI

New agreement makes Bettcher the exclusive distributor of Grasselli manual and conveyORIZED membrane skinning and derinding equipment in the American market.

Birmingham, Ohio, November 27, 2018 – Bettcher Industries, Inc. announces that it has entered into a multi-year distribution agreement with Grasselli S.p.A and Grasselli SSI covering selected equipment segments sold into the American market.

According to the terms of the agreement, Bettcher Industries becomes the official distributor of **Grasselli manual and conveyORIZED membrane skimmers and derinders** for the U.S. market. The agreement covers sales of equipment and parts, along with service activities which will be provided by Bettcher technicians.

According to senior leaders at both companies, the distribution agreement is a strong strategic fit for both entities. It combines Grasselli's innovative skinner and derinder product designs and performance with Bettcher's focus on primary processing operations.

Bettcher is well-positioned to support primary processing because of the company's in-depth knowledge of yield management as well as its intimate, consultative approach to supporting America's meat processing plants. Not only has Bettcher forged strong working relationships with a large majority of the meat processing facilities throughout the country, its yield specialists and technicians excel at providing the yield management support that primary processors seek – and have done so for decades.

Grasselli slicing equipment is not included in the distribution agreement. Existing Grasselli slicer customers in the United States will continue to be supported through Grasselli SSI, the company's American marketing partner. Grasselli SSI will now focus its full efforts on growing slicing equipment sales and deepening business relationships with the customers of those products.

Commenting on the new distribution agreement, Don Esch, Bettcher's CEO, stated, "This is a natural fit for both companies. Grasselli has a superior lineup of membrane skinner and derinder products, and we look forward to expanding the brand's presence in more meat processing locations. Not only are we able to provide productivity solutions for meat processors, we're committed to promoting the Grasselli brand while growing its reach and penetration here in the United States."

Effective immediately, all current and future Grasselli skinner/derinder customers in the United States should contact Bettcher Industries directly concerning equipment purchases and parts ordering. The toll-free number is 800-321-8763. You may also e-mail your request to sales@bettcher.com.

For more information about the new distribution agreement, visit www.bettcher.com/news.

About Grasselli

Founded in 1974, **Grasselli S.p.A.** designs and manufactures industrial and retail slicing systems. It also provides portioning and packaging solutions, safety systems, plus skinners and derinders. The company's mission is to deliver the most specialized, high-yield and safe protein-slicing and skinning solutions by providing equipment for processing pork, beef, poultry and other products. Grasselli S.p.A. is headquartered in Albinea, Italy and sells its products worldwide through a network of distributors. Grasselli SSI, the company's North American marketing partner, is based in Throop, Pa. Website address: www.grasselli.com.

About Bettcher Industries

Bettcher Industries, Inc. is an ISO 9001:2015-certified, vertically integrated manufacturing company with a global customer base and direct distribution and service in more than 70 countries throughout the world. The enterprise is a leading developer and manufacturer of innovative equipment for food processing, foodservice, industrial, medical and other operations. Established in 1944, Bettcher brings more than seven decades of successful innovation to the market, including holding nearly 100 active patents. Website address www.bettcher.com.

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Photo caption:

Bettcher Industries has entered into a distribution agreement with Grasselli S.p.A. covering all Grasselli-branded manual and conveyORIZED membrane skimmers and derinders sold and serviced in the United States. Among the products included in the distribution agreement are the Grasselli Membrane Skinner and Pork Derinder machines pictured here – popular models that are used by meat processing plants accross the United States.