

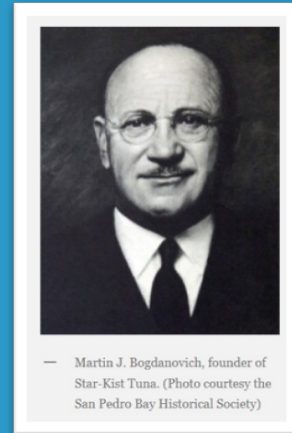


# StarKist® Company History:

*StarKist Co. is a food company that is focused on healthy, shelf-stable seafood products in the United States. As America's favorite tuna\*, StarKist represents a tradition of quality, consumer trust and a commitment to sustainability since it was founded by Martin J. Bogdanovich in 1917.*

## Martin J. Bogdanovich

- Martin J. Bogdanovich was born on the island of Vis in the Adriatic Sea off the coast of Croatia in 1882.
- He emigrated to the U.S. in 1908, the same year that he married his wife, Antoinette, with whom he would raise a son and six daughters.
- He began his career in the sardine fishing business in 1910, in Fish Harbor, Terminal Island, California.
- In 1917, Bogdanovich and four associates began a new venture call, French Sardine Company.



## French Sardine Company

- During Martin's lifetime, he had built the French Sardine Company into one of the world's largest tuna canneries.
- In 1942, the company began selling its products under the StarKist name.
- After Martin Bogdanovich's death, his son, Joseph, took over the family business.

## StarKist®

- In 1953, the French Sardine Company officially became StarKist Foods, and, by the mid-1950s, it had become largest tuna canning firm in the world.
- Our charismatic brand icon, Charlie® the Tuna, swam into the hearts of tuna fans in 1961 and is still a fan favorite today.
- The company was sold to the H.J. Heinz Company in 1963, with Joseph Bogdanovich continuing as its chief executive.
- In 2002, Del Monte Foods acquired StarKist.
- In 2006, Dongwon Industries purchased the company from Del Monte Foods.
- 2017, marks the company's 100th Anniversary!

