



The Killer Brownie Company

Established in 1988, The Killer Brownie® Company is an Ohio-based gourmet brownie manufacturer. Initially formed as part of the Dorothy Lane Market in Dayton, Ohio, by 2013, the bakery's popularity led it to spin off and establish itself as an independent business. As of 2022, The Killer Brownie Company ships their signature layered brownie desserts to more than 2000+ locations across the United States, such as specialty grocery stores, restaurants, and cafes.

Sweet Success Opens New Sales Channels and Challenges

Every company hopes to face the challenges of success and demand that the Killer Brownie company has faced. By 2019, as word of mouth about their indulgent baked goods continued to grow, Killer Brownie found itself fielding increasing requests for individually wrapped brownies.

"We would send out samples to several buyers in different locations and we would individually wrap each brownie by hand," said Chimene Mayne-Ross, President & COO of The Killer Brownie® Company. "We'd get tons of requests: 'can you send it to us like this? Is it available like this?' As we received more

requests, we realized that we really needed to explore what individually wrapped packaging solutions looked like for us."

With little experience in brownie packaging machinery, they sought an experienced partner.

Searching for the Perfect Packaging Partner

In 2019, Mayne-Ross and Julia Hoy, Killer Brownie's Director of Product Development and QA, were exploring packaging solutions at the [International Baking Industry Exposition](#) when they met Phil Williams, a sales executive for BW Flexible Systems. With several decades of flow wrapping experience, specifically in baked goods, Williams and his BW Flexible Systems colleagues were able to anticipate and answer several questions for Mayne-Ross and Hoy at the show.

"At the beginning of our search, we definitely were impressed with what we saw at the show," Hoy said. "We probably talked with 6-8 companies at the show to discuss the possibilities. BW treated us very well. They didn't just hand us a card and say, 'we'll have this person contact you.' They took the time to answer our questions and showed us how a product would run on the line."

At the start of 2020, Killer Brownie sent samples to several packaging machinery suppliers from the tradeshow to test various flow wrap solutions. BW Flexible Systems was the only company that responded with clarifying questions about Killer Brownie's product.

"That was when we realized that they had really bought into what we wanted to do," Hoy said.

"We were looking for a company that would be able to offer us that in the equipment and the long-term support. They haven't disappointed."

Chimene Mayne-Ross
President & COO
The Killer Brownie® Company



Recipe Testing

Trends in the bakery market were already shifting toward single-serve packaging prior to COVID-19, but as the pandemic wore on the need for individually wrapped, shelf-stable products exploded. While companies struggled to keep their doors open, BW Flexible Systems and The Killer Brownie Company found ways to safely continue their collaboration.

The two companies sent several samples back and forth, testing different brownies, films, and [horizontal flow](#) wrappers until they found a suitable packaging solution for Killer Brownie's range of products.

"What they were looking for was something that was going to wrap everything because they have a

plethora of different brownie products that they manufacture at their facility," Williams said. "If you're making 20 SKU's and each one has different properties, we need to understand how that's going to impact the product's flow on the machines. They gave us a lot of opportunity to do some playing around with their product in the lab and that helped us formulate our recommendations."

Following the tests, the two companies identified a set of requirements for the eventual solution:

- 1 The machine needed to be very easy to clean and changeover due to allergen considerations.
- 2 The solution needed to be simple to use because Killer Brownie was new to packaging machinery.
- 3 The OEM needed to be a domestic partner that was easily accessible for future parts and service.



In addition to satisfying these requirements, BW Flexible Systems leaned on its firsthand experience working in the bakery industry to make recommendations about the film specifications and other characteristics of the product package. For example, Glyn Sparks – a BW Flexible Systems application engineer – explained that the package would need a U-card to support and protect the brownies throughout distribution.

To meet Killer Brownie's needs for a flexible, easy-to-use brownie packaging solution, BW Flexible

Systems delivered a [Rose Forgrove Merlin Blu](#) horizontal flow wrapper (HFFS) and arranged to have representatives on hand to train and support Killer Brownie workers as they were introduced to their new equipment.

"I think sometimes we weren't quite sure where we were going – we had never done individually wrapped products before and nobody within our company had ever done flow wrap," Hoy said. "They gave us a great head start into an area that we knew nothing about."

Roll Out the Red Carpet

Near the conclusion of the testing phase, Williams invited the Killer Brownie team to visit BW Flexible Systems' headquarters in Duncan, South Carolina. This is known across Barry-Wehmiller as a Red-Carpet Welcome.

"Our product manager and one of our managers went down there and we were just blown away by the culture and the way they treated our team members as guests," Mayne-Ross said. "When they returned, they brought back a book about BW's culture – [Everybody Matters](#) – which I read cover-to-cover and has now become one of the most important books of my library."

A manifestation of the [Barry-Wehmiller culture](#), the Red-Carpet Welcome is conducted to show customers that who they are and what they do matters. The welcome includes a tour of BW's manufacturing facilities, introductions to each member of BW project team, and ample opportunities for both parties to become acquainted with one another. It's an extension of BW's commitment to taking care of the people who make doing business possible.

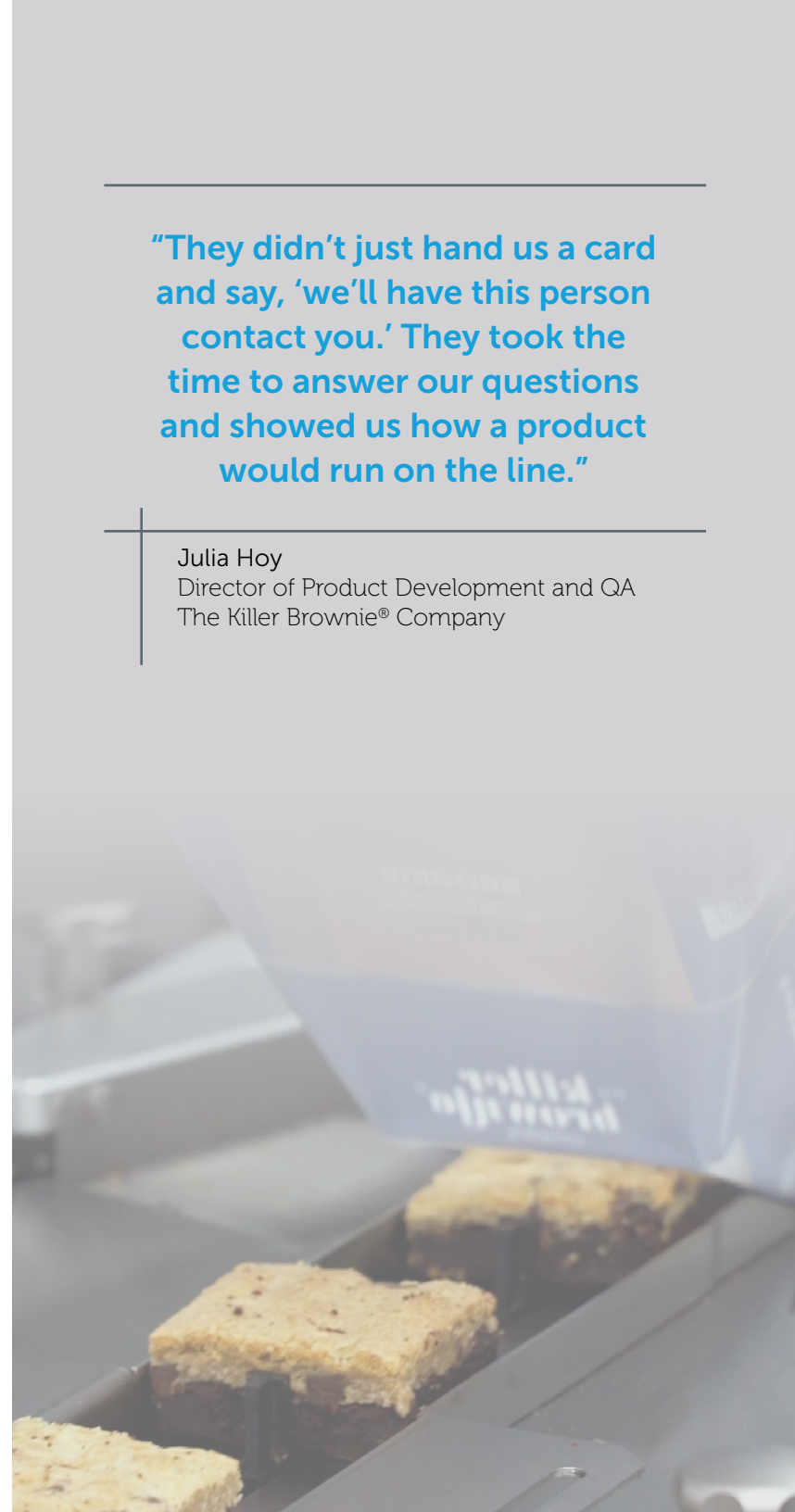
"It's not a transactional experience, it's a relationship," Williams said. "We want you to know when you walk through those doors, you're important to us." Like the Barry-Wehmiller culture, Killer Brownie's company culture prioritizes caring for people. During BW Flexible Systems follow-up interview with the Killer Brownie team, Mayne-Ross expressed the importance of supporting a company's team members as a way of helping the business organically take care of itself.

"The most important part is to take care of the people who are under your care," she said. "We saw immediately that that was an important part of the BW culture as well. We knew if they were taking care of their employees and empowering them and if they were happy, that they would be a great partner for us because they would be people who enjoy their work and want to support us as a customer."

Killer Brownie projects that they'll see a minimum of 5-10% growth in the individually wrapped part of their business alone in the coming year.

"They didn't just hand us a card and say, 'we'll have this person contact you.' They took the time to answer our questions and showed us how a product would run on the line."

Julia Hoy
Director of Product Development and QA
The Killer Brownie® Company



A Partnership with a Long Shelf Life

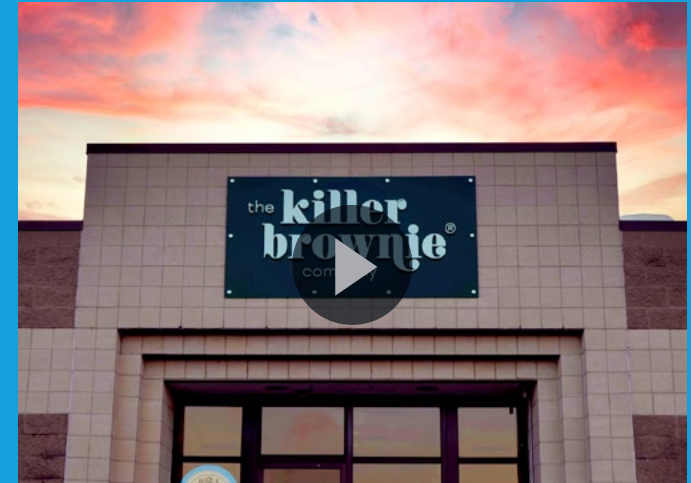
Followed by much excitement and adulation from Killer Brownie's customers, the bakery [announced its new capabilities](#) to individually wrap brownies in the summer of 2021. Even before the product's official launch, Killer Brownie had secured several customers across fast-casual cafes and retailers.

"The exciting part of breaking into some of these channels is where we're seeing interest where we couldn't help people before," Mayne-Ross said. "We feel like we've entered a whole new chapter in our company's story by having this product available."

Killer Brownie identified four fan-favorite flavors to individually wrap at the start. When identifying requirements for the eventual solution, however, BW Flexible Systems and Killer Brownie agreed that the flow wrapper would need to be able to accommodate several other recipes as the individually

wrapped part of their business continued to grow. While the program is still relatively new, Killer Brownie projects that they'll see a minimum of 5-10% growth in the individually wrapped part of their business alone in the coming year.

"We knew that we wanted to start at a certain place in a certain capacity and we knew we wanted to build out from there," Mayne-Ross said. "We were looking for a company that would be able to offer us that in the equipment and the long-term support. They haven't disappointed."



Learn more about the service and support BW Flexible Systems has provided from the video link above.



"We feel like we've entered a whole new chapter in our company's story by having this product available."

Chimene Mayne-Ross
President & COO
The Killer Brownie® Company

Tasting Notes

Looking for Killer Brownie recommendations?
Check out some of our team's favorites:

"My favorite? Wow, they've given me so many samples. It's probably The Original because it's got just the right amount of chocolate, caramel, and pecans in it. It kind of reminds me of when I was a kid growing up because those are the same things that Mom and Grandma put into all their recipes."

Phil Williams
Sales Executive
BW Flexible Systems

"Layers of raspberry jam, creamy caramel, and chocolate chips in between soft chocolate brownie squares topped with ganache. This Raspberry is my favorite, but then there is the German Chocolate, the Salted Caramel, and so many more!"

Kyle Munley
Webmaster & Marketing Specialist
BW Flexible Systems

"The Brookie is my favorite!"

Denning Saum
Vice President
Strategic Marketing & Innovation
BW Flexible Systems

"My wife and I are obsessed with the Triple Chocolate brownie. Three layers of chocolate PLUS a layer of caramel in the middle – these were a big hit at our family Christmas party."

Taz Lombardo
Senior Writer
BW Packaging Systems

"It's got to be the Peanut Butter brownie. It's got a layer of fudge in there that's just like my grandma used to make."

Michael Sobeski
Applications Engineer
BW Flexible Systems



Ready to discuss a
flexible packaging project?

Contact us and
we'll help you get started.

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