

The International Association of Better Business Bureaus (IABBB) Honors Omaha Steaks with the Esteemed 2024 International Torch Awards for Ethics



(OMAHA, Neb., Aug. 29, 2024) — The International Association of Better Business Bureaus (IABBB) officially recognized Omaha Steaks with the 2024 International BBB Torch Award for Ethics. This is a prestigious acknowledgment highlighting the company's commitment to integrity within the marketplace. Four businesses are receiving recognition for their outstanding commitment to leadership character and organizational ethics. Winners will be honored at a special event in Minneapolis, MN on September 11, 2024. Omaha Steaks won in category 4 (500 or more employees).

Presented annually since 1996, the BBB International Torch Awards for Ethics recognize businesses in North America that maintain outstanding dedication to upholding ethical business practices and promoting trust in the marketplace.

"It's an incredible honor to not only be recognized for our ethics regionally but also to be acknowledged internationally, with the BBB International Torch Award for Ethics," says Nate Rempe, Omaha Steaks President and CEO. "High integrity is a key part of Omaha Steaks 100+ year legacy and, as stewards of that legacy, we hold ourselves accountable to maintaining high ethical standards every day. When it's part of who you have been as a business for more than a century, treating team members and customers fairly and honestly comes naturally."

The selection process for the BBB Torch Awards for Ethics is rigorous, involving an independent panel of judges who assess companies against four criteria including the **Character** of the organization's leadership; if and how an authentic **Culture** is being fostered; the company's transparent relationship with its **Customers**; and the impact the organization is making in the local **Community**. Organizations do not need to be BBB Accredited to be eligible, but they must be in good standing.

"The International Torch Awards for Ethics is one of the most important programs we do," said Kip Morse, IABBB CEO. "BBB sets standards to make trust a fundamental component of the American marketplace, but these businesses are out there every day making it happen. By awarding them the 2024 International Torch Award for Ethics, we are demonstrating to the business community that adhering to Better Business Bureau ethical standards is the hallmark of successful, competitive companies."

ABOUT THE INTERNATIONAL TORCH AWARDS FOR ETHICSSM

Presented annually since 1996, the **International Torch Awards for EthicsSM** honor companies that demonstrate best practices, leadership, social responsibility, and high standards of organizational ethics that benefit everyone across the community. The award embodies the Better Business Bureau® mission of advancing trust in the marketplace.

ABOUT OMAHA STEAKS

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grass-fed, grain-finished beef and other gourmet foods including seafood, pork, poultry, slow cooker and skillet meals, side dishes, appetizers, and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

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