

Vitamix® is the brand most trusted by professional chefs.
We're also found in home kitchens around the world.
From the culinary arts, to making healthier choices, to
enjoying restaurant quality menus at home, Vitamix
fuels our passion.

Inspiring

A GROWING WORLDWIDE MOVEMENT





PERFORMANCE THAT *Inspires*

WHY WE *inspire*

OUR PURPOSE

Liberate & nourish
the *zest* for life.

OUR BUSINESS OBJECTIVES

Be a strong profitable organization that is **ROOTED IN OUR VALUES** for the benefit of customers, employees, vendors, suppliers, community and owners.

Be the best in our core products and target markets.

WHAT WE DO TO *inspire*

OUR MISSION

Create **RELATIONSHIPS FOR LIFE** by designing, developing and producing the world's best performing and most reliable blending solutions.



HOW WE *inspire*

OUR VALUES

FAMILY: Caring, belonging and mutual respect

CUSTOMERS: Listen, learn and create the WOW

QUALITY: Excellence in products, relationships and service

INTEGRITY: Do what's right, even if it costs more

TEAMWORK: Achieve more together



OUR GUIDING PRINCIPLES— WE PASSIONATELY BELIEVE:

1. In making the world **A BETTER PLACE**
2. Every person **MATTERS** and can make a difference
3. Our future depends on **LEARNING** and **INNOVATION**
4. In embracing our **PAST** while creating our **FUTURE**
5. In treating people with **DIGNITY** and **RESPECT**

