

THE BRAUM'S CORPORATION

A case study of an Oklahoma company

In 1933 Henry Braum purchased a small butter processing plant in his hometown of Emporia, Kansas. His son Bill worked with him and together they expanded the butter processing plant to create a butter and milk company. During the first two decades of business, the father and son sold dairy products, but by the 1950s, they had expanded again to create their own chain of retail ice cream stores across Kansas.

Refrigerated trucks crisscrossed the busy highways of Kansas to deliver ice cream to 60 Kansas stores. Customers enjoyed the high quality of the ice cream and the many different flavors. Son Bill eventually bought the chain of Kansas stores from his father. Bill also purchased 4,000 acres of cheap land southwest of Oklahoma City near the town of Tuttle. He created a large dairy farm and eventually built a processing plant there as well. At the milking parlor, one of the world's largest, Braum's herd of ten thousand Holstein dairy cows are milked at a rate of fourteen hundred an hour, three times daily, seven days a week. Braum's dairy processes more than 8,000 gallons of milk and 6,000 gallons of ice cream every hour and ships it to the company's retail stores three times each week.

Quick access to interstate highways I-35 and I-40 makes transporting milk, cheese, butter, and ice cream easier to the 280 Braum's stores that exist throughout Oklahoma, Kansas, Missouri, and Texas. The Braum's Corporation has ONE rule—that a store cannot be built outside of a 300-mile radius of Tuttle, Okla. This rule ensures that the dairy products are delivered as fresh as possible by Braum's own fleet of trucks. Braum's owns its own feed mill, dairy herd, dairy processing plant, bakery, stores, and delivery trucks to keep production costs lower. Braum's has expanded its ice cream and milk stores to include fast food restaurants, grocery items, and produce. The company is now being run by Bill's children, the third generation of owners.

References:

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