

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 OR 15(d)  
of The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): January 12, 2026**

**HAMILTON BEACH BRANDS HOLDING COMPANY**  
(Exact name of registrant as specified in its charter)

<b>Delaware</b> (State or other jurisdiction of incorporation)	<b>001-38214</b> (Commission File Number)	<b>31-1236686</b> (IRS Employer Identification No.)
<b>4421 WATERFRONT DR</b>	<b>GLEN ALLEN VA</b> (Address of principal executive offices)	<b>23060</b> (Zip code)
<b>(804) 273-9777</b> (Registrant's telephone number, including area code)		
<b>N/A</b> (Former name or former address, if changed since last report)		

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A Common Stock, Par Value \$0.01 Per Share	HBB	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter):

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐



## Item 7.01 Regulation FD Disclosure.

On January 12, 2026, R. Scott Tidey, President and Chief Executive Officer, and Sally M. Cunningham, Senior Vice President, Chief Financial Officer and Treasurer, will present an investor presentation on behalf of Hamilton Beach Brands Holding Company at the 2026 ICR Investor Conference. A copy of the investor presentation is attached hereto as Exhibit 99 and is incorporated herein by reference.

The information in Item 7.01 of this Current Report on Form 8-K, including Exhibit 99, shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 (the “Securities Act”) or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

## Item 9.01 Financial Statements and Exhibits.

As described in Item 7.01 of this Current Report on Form 8-K, the following Exhibit is furnished as part of this Current Report on Form 8-K.

(d) Exhibits

99 [Hamilton Beach Brands Holding Company's Investor Presentation dated January 12, 2026](#)

104 Cover Page Interactive Data File (formatted as Inline XBRL)

## Forward-Looking Statements

The statements contained in this Current Report on Form 8-K that are not historical facts are “forward-looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. These forward-looking statements are made subject to certain risks and uncertainties, which could cause actual results to differ materially from those presented. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. The Company undertakes no obligation to publicly revise these forward-looking statements to reflect events or circumstances that arise after the date hereof. Such risks and uncertainties include, without limitation: (1) uncertain or unfavorable global economic conditions and impacts from tariffs, inflation, rising interest rates, recessions or economic slowdowns; (2) changes in costs, including transportation costs and tariffs, of sourced products; (3) the Company’s ability to source and ship products to meet anticipated demand; (4) changes in or unavailability of quality or cost effective suppliers; (5) the Company’s ability to successfully manage constraints throughout the global transportation supply chain; (6) delays in delivery of sourced products; (7) changes in the sales prices, product mix or levels of consumer purchases of small electric and specialty housewares appliances; (8) changes in consumer retail and credit markets, including the increasing volume of transactions made through third-party internet sellers; (9) bankruptcy of or loss of major retail customers or suppliers; (10) exchange rate fluctuations, changes in the import tariffs and monetary policies and other changes in the regulatory climate in the countries in which the Company operates or buys and/or sells products; (11) the impact of tariffs on customer purchasing patterns; (12) customer acceptance of changes in costs of or delays in the development of new products; (13) product liability, regulatory actions or other litigation, warranty claims or returns of products; (14) increased competition, including consolidation within the industry; (15) changes in customers’ inventory management strategies; (16) shifts in consumer shopping patterns, gasoline prices, weather conditions, the level of consumer confidence and disposable income as a result of economic conditions, unemployment rates or other events or conditions that may adversely affect the level of customer purchases of the Company’s products; (17) changes mandated by federal, state and other regulation, including tax, health, safety or environmental legislation; (18) the Company’s ability to identify, acquire or develop, and successfully integrate, new businesses or new product lines; and (19) other risk factors, including those described in the Company’s filings with the Securities and Exchange Commission, including, but not limited to, the Annual Report on Form 10-K for the year ended December 31, 2024 and Quarterly Report on Form 10-Q for the period ended March 31, 2025. Furthermore, the future impact of unfavorable economic conditions, including inflation, changing interest rates, availability of capital markets and consumer spending rates remains uncertain. In uncertain economic environments, we cannot predict whether or when such circumstances may improve or worsen, or what impact, if any, such circumstances could have on our business, results of operations, cash flows and financial position.



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## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 12, 2026

HAMILTON BEACH BRANDS HOLDING COMPANY

By: /s/ Sally M. Cunningham

Name: Sally M. Cunningham

Title: Senior Vice President, Chief Financial Officer and Treasurer  
(Principal Financial Officer)/(Principal Accounting Officer)



# Investor Presentation

ICR Conference 2026  
January 12, 2026



**Hamilton Beach**  
BRANDS

Hamilton Beach

Hamilton Beach  
APPLIANCES

LOTUS

Hamilton  
Beach  
Health

WESTON

Hamilton Beach  
APPLIANCES

CHI

CLOROX

NUMILK

Sunkist  
ECONOMY EQUIPMENT



## Forward-Looking Statements

The statements contained in this presentation that are not historical facts are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are made subject to certain risks and uncertainties, which could cause actual results to differ materially from those presented. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. The Company undertakes no obligation to publicly revise these forward-looking statements to reflect events or circumstances that arise after the date hereof. Factors that may cause actual results to differ materially from those in the forward-looking statements include those set forth under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2024 and the Company's Quarterly Report on Form 10-Q for the period ended March 31, 2025.





# Company Overview

## Who We Are

- **Hamilton Beach Brands Holding Company**
  - Long tenured company (**115 years**)
  - A **leading** designer, marketer and distributor of a wide range of branded small electric household and specialty **housewares appliances**, as well as **commercial products** for restaurants, fast food chains, bars and hotels
  - Provider of connected devices and software for **home healthcare** management
- Became public in 2017, traded on **NYSE** under ticker **HBB**
- Annual revenue: **\$600 - \$650 million**
- Annual units sold: **25 - 30 million**
- Growing revenue profitability while reducing working capital and debt

## Markets Served

- Core **Consumer** market is North America (U.S., Canada, Mexico, Latin America)
- Increasing focus of the **Premium** small kitchen appliance market
- Growing presence in global **Commercial** kitchen and hotel amenities markets
- Developing global **Home Healthcare** solutions business



## Powerful Brand Portfolio

Flagship brand Hamilton Beach is a well known and trusted name that has served consumers for **115 years**

- Hamilton Beach flagship brand business provides strong foundation to support **growth initiatives**
- Family of powerful premium, commercial and health brands sold at higher prices and higher margins
- Hamilton Beach Brands portfolio offers **Good, Better, Best** product assortment

Premium,  
Commercial,  
Health

Best

LOTUS®

Hamilton Beach Health



NUMILK

Sunkist  
FOODSERVICE EQUIPMENT



CHI®

WESTON  
RECONNECT WITH REAL FOOD



Home Appliances

Hamilton Beach®

Good



## Broad Product Assortment

Hamilton Beach participates in **50+** product categories often offering multiple brands per category

Participates in **high demand categories** like single-serve coffee, espresso, blenders, toaster ovens, irons and grills

Hamilton Beach brand portfolio is the **#1** small kitchen appliance brand portfolio in the U.S by units sold<sup>1</sup>



<sup>1</sup> Source: Circana, Retail Tracking Service, US Unit Sales, Small Appliances Sub-Categories, 12 months ending September 30, 2025



# Consistent Product Innovation

Hamilton Beach's **Good Thinking®** approach to consumer-driven innovation

- Gather data/feedback from **300,000+** consumer touchpoints annually to understand consumer pain points
- **Doubling Innovation resources** and embedding AI technologies to accelerate our innovation process
- Pipeline of **innovative new products** to solve consumer pain points





## New Products





## Best-in-Class Customer Relationships

Products distributed through all key channels		
North American Consumer	Global Commercial	Global Health
Walmart  amazon	 Chick-fil-A 	accredo <sup>®</sup> sonofi
TARGET 	 COSTA COFFEE	 NOVARTIS
WILLIAMS-SONOMA	WebstaurantStore 	 Takeda
 Liverpool 	Hilton IHG HOTELS & RESORTS 	Optum 



# Strategic Global Footprint and Asset-Light Business Model

Hamilton Beach outsources manufacturing from various countries in the Asia Pacific regions

Flexibility to shift production between different suppliers and country of origin

Results in low capex requirements, provides significant free cash flow for reinvestment

~1%  
of sales

## Key:

- ★ Corporate HQ
- ▲ Regional HQ
- 3<sup>rd</sup> Party Manufacturers
- Operations
- Sales
- Health





# Strategic Growth Initiatives

01. Drive Core Growth

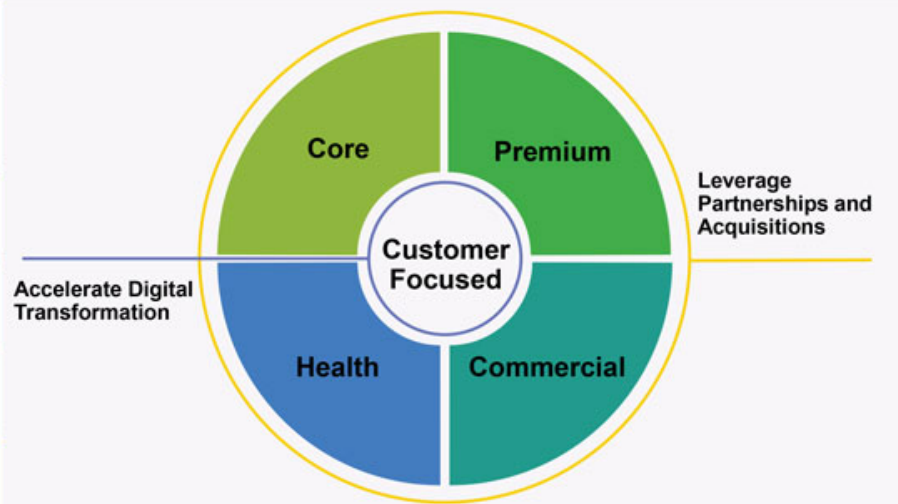
02. Accelerate Digital Transformation

03. Gain Share in Premium Market

04. Lead in Global Commercial Market

05. Accelerate Growth of Hamilton Beach Health

06. Leverage Partnerships and Acquisitions





01

Strategic initiative

# Drive Core Growth



\* Source: Circana September 30, 2025

## Hamilton Beach.

Hamilton Beach is the **#2** small kitchen appliance national brand in the U.S. by units sold and grew to **#4** by dollars sold<sup>1</sup>

- Growth plans to increase revenue and market share focus on innovative new product development
- New product launches include new models in high-demand categories including coffee makers, air fryer toaster ovens, blenders, food processors, hand and stand mixers, slow cookers, garment care, and more
- Marketing support includes digital, social media and influencers



02

Strategic initiative

# Accelerate Digital Transformation

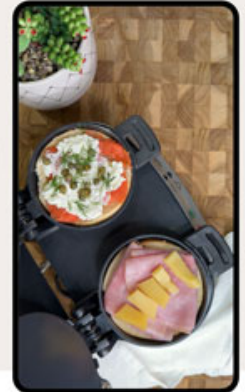
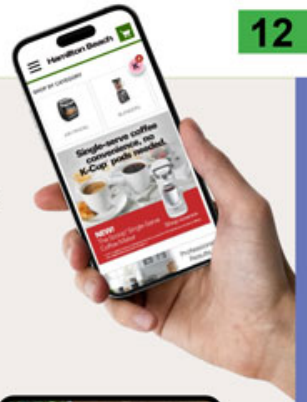


- Best-in-class retailer support driving prominent brand placement on leading sites

- HBB's strong product reviews and ratings online build brand equity



- Increasing investment in digital marketing strategies, including social media and influencers, to unlock an always-on, full funnel presence





03

Strategic initiative

# Gain Share in Premium Market



Leveraging brands into new premium lines



LOTUS®



CHI®

- Some premium brands are owned while others are used under exclusive multiyear trademark licensing agreements
- U.S. Consumer premium market is ~\$4.4 billion; HBB share is ~1%, providing significant room for growth<sup>1</sup>
- Growth plans include new Lotus brand launch, including Lotus Professional in 2025 and Lotus Signature is mid-2026

<sup>1</sup> Source: Circana September 30, 2025



## Lotus Professional – 2025 Launch

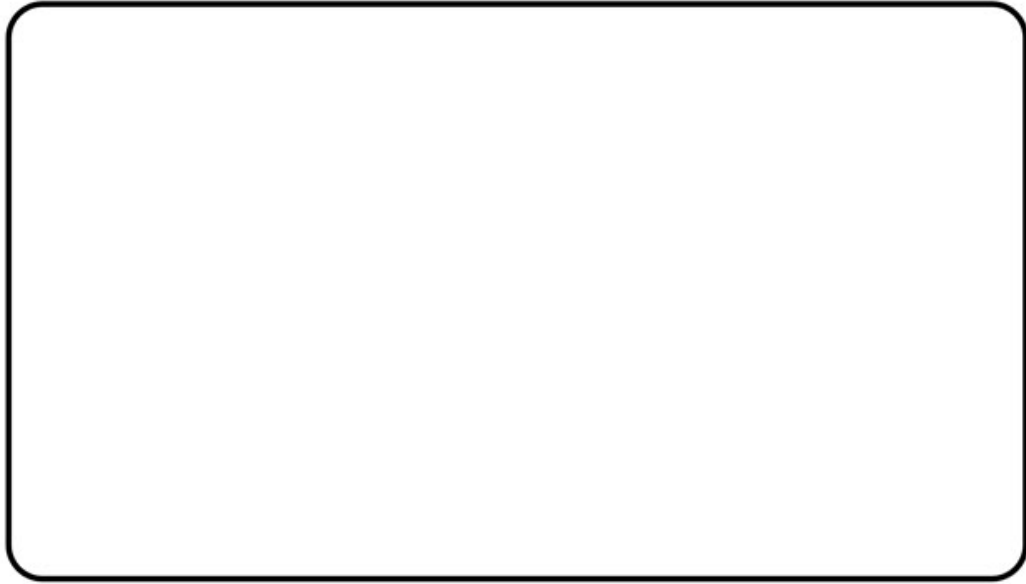


## Lotus Signature – 2026 Launch





## Lotus Brand Launch





04

Strategic initiative



# Lead in Global Commercial Market



NUMILK

- Increasing participation in multi-billion-dollar global market with significant upside
- Investing in higher margin products for commercial food service/beverages and hotel amenities
- Accounted for 8% of HBB revenue in 2024
- Growth plans include product innovation, international markets, and leveraging HBB partnerships



# Commercial Growth Plans

## Commercial Partnerships

- Sunkist® sectionizers & juicers
- Numilk® plant milk-based systems



## Regional and global chains expansion

- Blending and mixing
- Back-of-house food prep





05

Strategic initiative

# Accelerate Growth of Hamilton Beach Health



2021

Created Hamilton Beach Health brand



2024

Acquired HealthBeacon, a medical technology firm

- Focused on improving medication adherence through the injection care management system
- Leverages HealthBeacon's software development and data analytics expertise with HBB's small appliance, engineering and distribution strengths
- B2B sales pathway through direct contracts with Specialty Pharmacies and Pharmaceutical Manufacturers
- Growth plans include expansion through new client launches, broaden product offerings for additional medications, and implement digital improvements that improve the patient experience



06

Strategic initiative

# Leverage Partnerships & Acquisitions



Identify businesses that fit strategically within the Hamilton Beach Brand portfolio and leverage Company's many strengths

## ACQUISITIONS



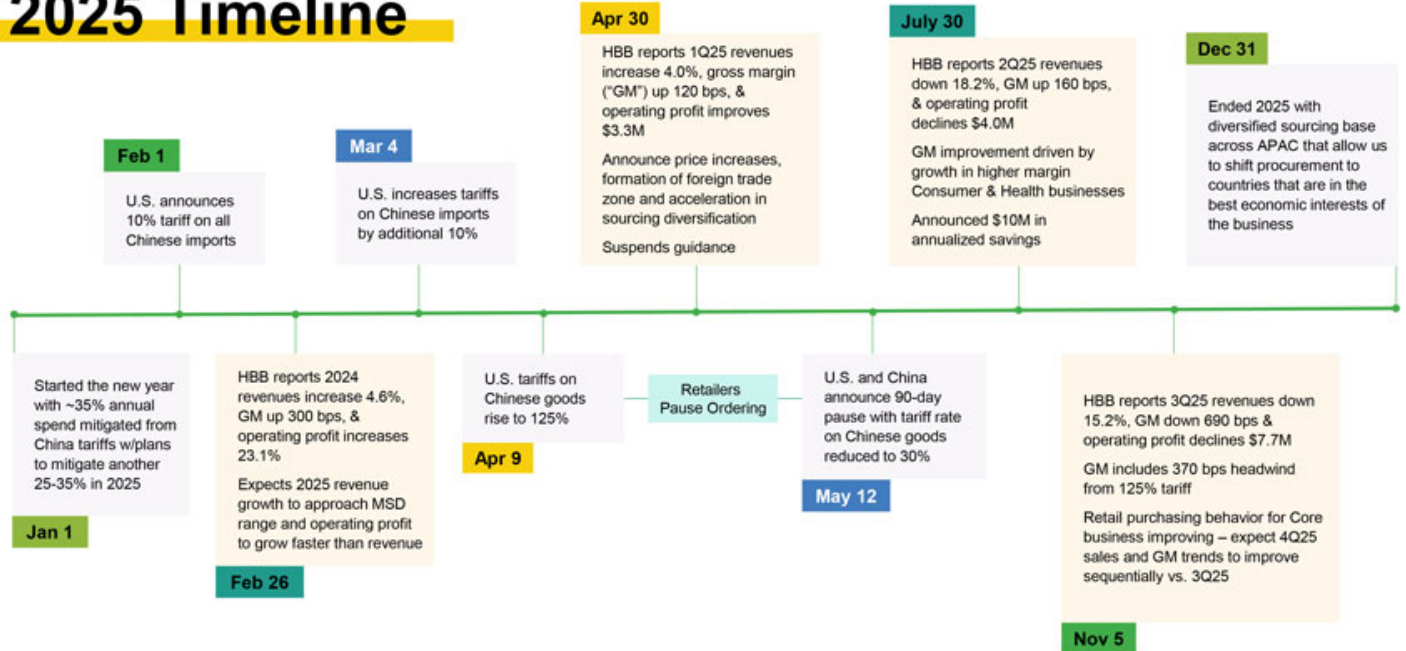
## PARTNERSHIPS



- Evaluate accretive acquisition opportunities
- Pursue additional trademark licensing agreements
- Forge strategic alliances



# 2025 Timeline





## 2026 Early View

Projecting our annual performance to improve vs. 2025 as the business benefits from the sourcing, pricing and expense actions implemented over the past 12-months combined with return to more normalized market conditions

Purchasing patterns continue to normalize – expect to be back to steady state by mid-year

We do not expect recovery to be linear as we face tough Q1 comparison, but we see a path back to recent historical growth rates and gross margin levels

Balance Sheet to remain strong with low leverage ratios and free cash flow in our historical range. Continued investments in our business to support organic growth and a disciplined M&A strategy.



## Strategic Growth Drivers





**Thank  
You**



**Hamilton Beach**  
BRANDS