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): November 18, 2026

HAMILTON BEACH BRANDS HOLDING COMPANY

(Exact name of registrant as specified in its charter)

Delaware			001-38214	31-1236686
(State or other jurisdiction of incorporation)			(Commission File Number)	(IRS Employer Identification No.)
4421 WATERFRONT DR	GLEN ALLEN	VA		23060
(Address of principal executive offices)				(Zip code)

(804) 273-9777

(Registrant's telephone number, including area code)

N/A

(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 (see General Instruction A.2. below):

☐ 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 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On November 18, 2026, the Board of Directors (the "Board") of Hamilton Beach Brands Holding Company (the "Company") increased the size of the Board from twelve directors to thirteen directors and elected Scott W. Seelbach to the Board, effective immediately.

As a non-employee director, Mr. Seelbach will be entitled to receive compensation in the same manner as the Company's other non-employee directors, as described in the Company's definitive proxy statement on Schedule 14A filed with the Securities and Exchange Commission on March 25, 2026.

There are no arrangements or understandings between Mr. Seelbach and any other person pursuant to which he was elected as a director. There are no related party transactions between the Company and Mr. Seelbach that would require disclosure under Item 404(a) of Regulation S-K under the Securities Exchange Act of 1934, as amended (the "Exchange Act").

Item 7.01. Regulation FD Disclosure.

A copy of the Company's press release, dated November 18, 2026, announcing the appointment of Mr. Seelbach 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 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 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.

(d) Exhibits

Exhibit No.	Exhibit Description
99	Hamilton Beach Brands Holding Company News Release, dated November 18, 2026
104	Cover Page Interactive Data File (formatted as Inline XBRL)

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: November 18, 2026

HAMILTON BEACH BRANDS HOLDING COMPANY

By: /s/ Brent A. Ashley

Name: Brent A. Ashley

Title: Senior Vice President, General Counsel and Secretary

NEWS RELEASE

CONTACT:
Brendon Frey
Brendon.frey@icrinc.com

For Immediate Release
Wednesday, November 18, 2026

HAMILTON BEACH BRANDS HOLDING COMPANY
ANNOUNCES THE ELECTION OF SCOTT W. SEELBACH TO ITS BOARD OF DIRECTORS

Glen Allen, Virginia – Hamilton Beach Brands Holding Company (NYSE: HBB) (the "Company") today announced that its Board of Directors has increased the size of the Board from 12 directors to 13 directors and elected Scott W. Seelbach to the Board, effective immediately.

R. Scott Tidey, President and Chief Executive Officer, said, "We are pleased to welcome Scott Seelbach to the Board. His addition is part of our long-term succession planning. Scott has spent two decades investing in and serving on the boards of healthcare and technology companies, and he brings the operating perspective of someone who runs a business."

Mr. Seelbach is a co-founder and Partner of Clarity Growth Partners, a private investment firm that makes control investments in business services and healthcare companies, which he founded in 2019. From 2004 to 2016 he was with Primus Capital, a private equity firm, where he was a Partner and served on the boards of five portfolio companies in software, business services, healthcare services and healthcare information technology. He began his career in investment banking. Mr. Seelbach holds a B.A. from Yale University and an M.B.A. with honors in Finance and Entrepreneurship from the University of Chicago Booth School of Business.

About Hamilton Beach Brands Holding Company

Hamilton Beach Brands Holding Company is a leading designer, marketer, and distributor of a wide range of brand name small electric household and specialty housewares appliances, and commercial products for restaurants, fast food chains, bars, and hotels, and is a provider of connected devices and software for healthcare management. The Company's owned consumer brands include Hamilton Beach®, Proctor Silex® and Weston®, as well as premium brands Hamilton Beach Professional® and Lotus®. The Company's owned commercial brands include Hamilton Beach Commercial® and Proctor Silex Commercial®. The Company licenses the brands for CHI® premium garment care products and Clorox™ home appliances. The Company has multiyear agreements to design, sell, market, and distribute Numilk® plant-based milk makers and Sunkist® commercial juicers and sectionizers. Hamilton Beach Health®, which owns HealthBeacon, is expanding the Company's presence in the home health and medical markets through connected medical devices. For more information about Hamilton Beach Brands Holding Company, visit www.hamiltonbeachbrands.com.

# # #