



# PRESS RELEASE



## SHEARER'S HONORED WITH PL BUYER'S CATEGORY COLONEL AWARD

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Shearer's Foods, Inc.  
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For Information on  
Shearer's  
Award-Winning  
Products or Services,  
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1-888-GREAT-CHIPS  
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www.shearers.com

Brewster, Ohio: Shearer's Foods has been honored with *PL Buyer's* "Category Colonel" Award. "Category Colonel" Awards provide recognition to private label manufacturers, like Shearer's, who have taken the terms "win-win" and "partnership" to new levels.

Through an extensive balloting process, retailers were asked to vote for their private label suppliers that have proven themselves to be "best of class" in terms of private label partnership programs. The "Category Colonel" winners were then selected from those ballots.

Winning a "Category Colonel" Award is a significant honor and confirms the Shearer's success and ongoing commitment to a higher standard of excellence. "It is a testament to our strong customer relationships, relationships that come from great products, competitive pricing, and, importantly, the personal touch and professional representation by our Sales Team," says Tom Donelan, Senior Vice President of Sales and Marketing.

*PL Buyer* is the flagship private label trade magazine of Stagnito Communications.

Shearer's Foods, Inc., founded in 1974, is the manufacturer and distributor of Shearer's Award-Winning Snacks. Varied products include a complete line of potato chips, tortilla chips, pretzels, cheese curls/puffs, peanuts, popcorn, corn chips and other snacks. While Shearer's is recognized as a leader in the snack food industry, they consistently achieve "excellence" in everything they do! Recently, *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented their potato chips were "...crisply addictive." The company was named "Snack Manufacturer of the Year" by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the Weatherhead 100 for the past five years, as one of the fastest growing companies in Northeast Ohio. The Weatherhead School of Management has also recognized Shearer's as one of its Family Firms of Distinction. Shearer's potato chips received the Gold Medal Award from the American Tasting Institute of San Francisco for the best potato chips in America. Shearer's has been honored with the SCOPE Award as Business of the Year in Stark County, Ohio. The company has been recognized for manufacturing excellence in Northeast Ohio by winning the Manny Award and the Evolution of Manufacturing Award. When Shearer's was awarded the North Coast 99 for the seventh consecutive year in 2005, they also received the Diamond Award as one of the top three employers in Northeast Ohio. *Inside Business* magazine honored Shearer's as one of the top performing companies in Northeast Ohio eight times with the Team NEO Success Award. Shearer's Snacks are distributed throughout the Midwest, New England states and parts of Canada.