



PRESS RELEASE



SHEARER'S FOODS FEATURED ON PBS TV SHOW NEOtropolis This Friday

FOR IMMEDIATE
RELEASE

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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 will be featured on the television show, **NEOtropolis**, airing this Friday, January 21, 2011 at 8:30 PM on Western Reserve PBS (WNEO/WEAO 45.1 and 49.1). **NEOtropolis** focuses exclusively on the business and economy of northeast Ohio, and impacts four major cities in their broadcast area: Akron, Canton, Cleveland and Youngstown.

Jen Boresz hosted the segment, and interviewed Bob Shearer and Peggy Gradijan at the Millennium Manufacturing Facility last week. Bob talks about the company—its history, products and future, and Peggy tells viewers about Shearer's Caring and Sharing Committee's community service efforts.

Western Reserve Public Media (formerly PBS 45 and 49) is owned and operated by Northwestern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron, and Youngstown State University. A trusted community resource, Western Reserve Public Media uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

To check the channel in your area please visit: westernreservepublicmedia.org.

Celebrating *37 years of great snacking* in 2011, Shearer's Foods, Inc., is the manufacturer/distributor of Shearer's Award-Winning Snacks. Shearer's associates and Shearer's products share the commitment to Shearer Perfection, and this commitment has been acknowledged through the receipt of many awards both within the snack food industry and across Shearer's business landscape. *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented Shearer's potato chips were "...crisply addictive." *Country Living* magazine named Shearer's the best potato chips in Ohio! The company has been named Snack Manufacturer of the Year by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the Weatherhead 100, the NEO Success Award, the Cascade Capital Business Growth Award and The Entrepreneurs EDGE Award as a top growth and performance company in Northeast Ohio. The Weatherhead School of Management has also recognized Shearer's as one of its Family Firms of Distinction. Both the Canton and the Massillon Chambers of Commerce have honored Shearer's as their Business of the Year. Shearer's potato chips received the Gold Medal Award from the American Tasting Institute of San Francisco for the best potato chips in America. The company has been recognized for manufacturing excellence and sustainability by winning the Emerald Award, the Manny Award, the Evolution of Manufacturing Award and the Innovation in Business Award. Shearer's has been consistently judged as a top employer in Northeast Ohio by winning the North Coast 99, and is the only company to win this award all twelve years of its existence! Shearer's has been recognized for their outstanding customer service by winning the Cleveland Food Dealers Association's Vendor of the Year Award, the Gordon Food Service VIP Award, the PL Buyer Category Colonel Award and *Smart Business* magazine's World Class Customer Service Award. Shearer's has earned the Pillar Award as well as the Shatten Civic Award for their far-reaching community service efforts. Shearer's Snacks are distributed throughout North America and overseas.