



# PRESS RELEASE

## SHEARER'S FOODS NAMES NEW VICE PRESIDENTS

**FOR IMMEDIATE  
RELEASE  
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**Shearer's Foods, Inc.  
692 North Wabash  
Brewster, OH 44613**

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**For Information on  
Shearer's  
Award-Winning  
Products or Services,  
Please Contact the  
Customer Service  
Department at  
1-888-GREAT-CHIPS  
(toll free) or  
www.shearers.com**

Brewster, Ohio: Shearer's Foods is please to welcome these individuals to the Shearer's organization.

**Michael Parks** has been named Shearer's **Vice President of Manufacturing**. Mike is providing leadership and direction to Shearer's five manufacturing facilities as well as the Engineering group. His previous experience includes a variety of food and beverage companies, most recently Heinz North America, where he served as Senior Plant Manager at their Massillon facility. Mike has a Bachelor of Arts Degree from the University of Kentucky, and an MBA from Bellarmine University. Mike resides in Massillon (Ohio) with his wife and four children.



(L-R) Mike Parks, Mark Schwerdtfeger, John Baist

**Mark Schwerdtfeger** is Shearer's new **Vice President of Sustainability, Safety and Wellness**. As each of these initiatives involves taking care of people and planet, Shearer's is excited to bring them under Mark's experienced leadership. He has a great background for this role having served in similar positions at Heinz, Gojo and Alside. As a former high school soccer coach, as well as a former college soccer player at Miami, Mark brings to Shearer's a personal commitment to health and wellness. Mark has a Bachelor of Arts Degree in Biology from Miami University, and is currently pursuing an MBA at Ashland University. Married with two children, Mark and his family live in Akron (Ohio).

**John Baist** recently came to Shearer's as **Executive Vice President of Sales**, where he is providing a single point of leadership for the Shearer's Sales Team. John most recently served as Vice President of Customer Development for Lance, Inc. Prior professional experiences include roles at Mission Foods, Barilla America, Pillsbury and General Mills. He is a graduate of Bentley University with a degree in Marketing. John, his wife and three children are relocating to our area from Charlotte, North Carolina.

Headquartered in Brewster, Ohio, and 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 a 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 twice been named **Snack Manufacturer of the Year** by *Snack Food and Wholesale Bakery* magazine. Shearer's Millennium Manufacturing Facility is the First LEED® Platinum Snack Food Manufacturing Plant in the World, and *Food Engineering* magazine named Millennium its **Plant of the Year** in 2011. 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 (Ohio) and the Massillon (Ohio) 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.