



# PRESS RELEASE



## SHEARER'S FOODS BREAKS GROUND FOR NEW PLANT TODAY

**FOR  
IMMEDIATE  
RELEASE**

**July 14, 2009**

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

**Melissa M. Shearer  
Vice President  
Communications**

**melissashearer  
@shearers.com  
330-767-7160  
330-767-3393 (Fax)**

**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:** Ground breaking for Shearer's Foods Massillon Production Facility Phase I took place Tuesday, July 14 on site. Ohio's First LEED Gold Certified Food Manufacturing Plant is being constructed in the NEO Com Industrial Park. The initial phase will house production and temporary staging areas in a 63,936 square foot space located at 4100 Millennium Drive in Massillon.

The building is designed with energy efficient construction, including high levels of wall and roof insulation, energy efficient windows and a reflective white roof. The heating, ventilation and air conditioning system and the production process equipment are designed to be as efficient as possible. Among strategies employed: recovering heat off of the production equipment to heat the building, pre-heating outside ventilation air, and improving the efficiency of the production equipment. Paved surfaces on the site will be light in color to reduce the heat island effect. The site will be planted with native plantings, which are low-maintenance and do not require watering after establishment. Water use will be reduced by installing low-flow and waterless plumbing fixtures. Large windows and skylights will be installed to provide ample daylight and views in the working areas to reduce energy use and improve the indoor environment. Materials are selected for their recycled content, for being regionally manufactured, or for having low levels of VOC's.

30-35 jobs will be created with the completion of Phase I. Production includes several varieties of tortilla chips totaling over 17 million pounds per year with room to expand production in the future. The new plant will utilize about 20% less energy per pound than Shearer's current manufacturing lines.



LEED certification is the recognized standard for measuring building sustainability. The LEED green building rating system—developed and administered by the U.S. Green Building Council, a Washington, D.C.-based, nonprofit coalition of building industry leaders—is designed to promote design and construction practices that increase profitability while reducing the negative environmental impacts of buildings and improving occupant health and well-being. The LEED rating system offers four certification levels for new construction—Certified, Silver, Gold and Platinum—that correspond to the number of credits accrued in five green design categories: sustainable site, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. LEED standards cover new commercial construction and major renovation projects, interiors projects and existing building operations.

### Shearer's Sustainability Initiatives

Shearer's Foods prides itself on the execution of strategies based firmly on innovation and agility in order to navigate the ever changing landscape of our economy. As the complexion of world markets and conditions have shifted, Shearer's has embarked on an aggressive expansion, which includes export sales, supply chain valuation, and a comprehensive Energy Management Program. Shearers' focus is multi-faceted, driving competitiveness in areas of quality, service, sustainability, green impacts, and cost. Additionally, Shearers has joined NAGPI (North American Green Purchasing Initiative), which provides many tools and shared best practices aimed at improving the sustainability of supply chains.

Shearer's, as an ENERGY STAR® partner, has made a fundamental commitment to protect the environment through our Energy Management Program, where we address environmental responsibility in our offices, manufacturing facilities, and our distribution centers. Some examples include:

- Landfill reduction programs with target <1% by end of 2009.
- Recycle of finished goods and wet waste for use as animal feed.
- Reclamation of all potato starch in treatment of production water
- Conversion to high efficiency T8 lighting in plant production areas.
- New oil filtration equipment to eliminate rendering of vegetable oils.
- Creation of associate driven "Green Teams" at all manufacturing facilities with monthly meetings to develop engagement and share best practices.
- Use of Resource Conservation Scorecard to track weekly performance against conservation goals.
- Participation in MAGNET's EcoSmart Sustainability Initiative.
- Pursuit of LEED certification for all existing production facilities.

**Shearer's Foods is Celebrating  
35 Years of Great Snacks  
in 2009!**



At Shearer's, we are committed to creating great snacks while helping to preserve our natural resources for future generations – *one chip at a time!*

**Sustainability Awards:** 2009 Evolution of Manufacturing Award, 2009 Manny Award, 2008 MAGNET Competitiveness Challenge and Finalist—2008 Cool Places to Work.

Shearer's Foods, Inc., founded in 1974, is the manufacturer /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! *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, Cascade Capital Business Growth Award** and **The Entrepreneurs EDGE Award** for being 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. Both the Canton and the Massillon Chambers of Commerce have honored Shearer's as their **Business of the Year**. The company has been recognized for manufacturing excellence and sustainability by winning the **Manny Award** and the **Evolution of Manufacturing Award**. Shearer's has been awarded the **North Coast 99** as a top employer in Northeast Ohio, and was given the **Legacy Award** as one of only three companies to win the NC99 all ten years! *Inside Business* magazine has honored Shearer's as one of the top performing companies in Northeast Ohio eleven times with the **NEO Success Award**. Shearer's has been recognized for their outstanding customer service by winning the Cleveland Food Dealers Association's **Vendor of the Year Award** and *Smart Business magazine's* **World Class Customer Service Award**. Shearer's has earned the **Pillar Award** twice as well as the **Shatten Civic Award** for their far-reaching community service efforts. Shearer's Snacks are distributed throughout the Midwest, Canada and Mexico.