

Halifax County Economic Development Commission

260 Premier Boulevard • Roanoke Rapids, NC 27870

Phone: 252-519-2630 • Fax: 252-519-2632

E-Mail: hdc@halifaxdevelopment.com

www.halifaxdevelopment.com



PRESS RELEASE

For Immediate Release
January 19, 2010

Contact: Cathy Scott
Phone: 252-519-2630

NEW JOBS PLANNED FOR HALIFAX COUNTY

Reser's will add 500 jobs over the next five years

Halifax, NC – Reser's Fine Foods, Inc., a nationally-recognized manufacturer of prepared foods and salads, will expand the company's existing operations in Halifax County as a part of a three-phase, five-year expansion project. Earlier today, Governor Bev Perdue met with local government and business leaders and announced that Reser's will create 500 jobs. The company's decision to expand in North Carolina was made possible in part by a \$1,000,000 grant from the One North Carolina Fund.

"Reser's selection of Halifax County for this major East Coast expansion is a testament to our competitive location and confidence in the availability of workers to get the job done," commented James H. Pierce, Chairman of the Halifax County Board of Commissioners. "Reser's is a first-class company and we are extremely pleased they have chosen Halifax County for this major East Coast investment," Pierce added.

Reser's Fine Foods Inc., headquartered in Beaverton, Oregon, makes prepared salads, dips, side dishes, Mexican foods and specialty products under a variety of brand names. The company has facilities nationwide, including an existing manufacturing facility at the Halifax Industrial Center on NC Highway 903. Reser's products can be found throughout the United States in most leading grocery chain stores, club stores, commissaries, convenience stores and mass discounters.

"We are convinced North Carolina is the best strategic location, and we are excited to expand there. We plan to build a facility that the people of Halifax County and our employees are proud of, and one that will continue to produce great products," said company CEO Al Reser. "I want to thank Gov. Perdue and her staff for helping us finalize this project. I also want to recognize the Halifax County commissioners and Cathy Scott, executive director of the Halifax Economic Development Commission, and her associates for their assistance in moving this project along."

With little expansion room at their existing location at the Halifax Industrial Center on NC Highway 903, Reser's considered other locations for their project. "Thanks to efforts and support of a lot of people, Reser's now has over sixteen acres available to them for expansion," commented Frank V. Avent III, Chairman of the Halifax County Economic Development Commission. "The early support and backing of the Board of Commissioners and Halifax County Business Horizons was critical to the Economic Development Commission's aggressive efforts to get the site studies and planning completed quickly to prove to Reser's we have the space they need to grow," added Avent.

The path to Reser's expansion was not without challenges, all which are on their way to being overcome to support Reser's major expansion. Halifax County will close Alliance Drive and a new access road to Pelican Package will be constructed from Industrial Drive with funding from the NC Department of Transportation. Driver Trucking will relocate to a three-acre site on Industrial Drive. Halifax County has applied to the US Army Corps of Engineers for a approval of a 404 Permit. "The jobs and investment to be provided by Reser's expansion will provide a significant return on these investments," added Pierce.

Other project partners include: the NC Department of Commerce, North Carolina Department of Transportation, Halifax County Business Horizons, North Carolina's Northeast Commission, Roanoke Electric, and the NC Rural Economic Development Center.

About Halifax County EDC

The Halifax County Economic Development Commission (HCEDC) is a 12-member advisory board appointed by the Halifax County Board of Commissioners to implement activities to support the recruitment, expansion and retention of new and existing business and industry in Halifax County. For additional information, contact the Halifax County EDC at 252-519-2630 or visit www.halifaxdevelopment.com.