

**FOR IMMEDIATE RELEASE**

**CONTACT: Andrew L. Janke, CPM**  
Greater Beloit Economic Development Corporation  
100 State Street  
Beloit, WI 53511  
Phone: 608.364.6748  
jankea@ci.beloit.wi.us

**Greater Beloit Economic Development Corporation Announces Plans for New  
Kettle Foods Manufacturing Facility**

Beloit, WI, January 30, 2006 – Greater Beloit Economic Development Corporation (GBEDC) today announced plans for Kettle Foods to locate a new 70,000 square foot production and distribution facility in Beloit. The \$18 million dollar facility would create 90 to 100 jobs in the area and is expected to break ground in April 2006 with production beginning before the year end. The new facility would be an expansion opportunity for the company, which considers the Greater Beloit area an ideal site for its new plant citing Beloit's great work force, the close proximity to Midwest and east coast distribution points and an ample supply of the Kettle Foods signature Russet Burbank potato.

The State of Wisconsin is providing the company with a major economic development forgivable loan in the amount of \$500,000.

The City of Beloit has proposed local support of the Kettle Foods plant, including the use of Tax Incremental Financing to construct a new road and extend utilities to the building site, application to the Wisconsin Department of Transportation for a TEA grant to provide matching funds for infrastructure improvements, and a TID funded grant from the City to be used for training new employees. The City also intends to provide the company with a TID funded direct, developer pay-as-you-go incentive, whereby, Kettle Foods will receive 10 annual payments in the amount of 20 percent of its annual real and personal property taxes paid. The City Council of Beloit is scheduled to meet to vote on the local incentives in order to make a firm commitment to Kettle Foods, Inc. on February 6, 2006 at 7:00 PM.

Andrew Janke, Executive Director for the GBEDC, said, "Kettle Foods will be an excellent addition to Beloit and will contribute to strengthening the food industry cluster in the area."

Kettle Foods president North America Tim Fallon said, "Kettle Foods is excited about the possibility of expanding our production and distribution with a new plant in Beloit. We have experienced a very warm welcome from the City and the state of Wisconsin and the new facility would allow us to continue expanding our distribution to meet consumer demand in the Midwest and on the east coast."

Beloit City Manager Larry Arft said, "I congratulate the GBEDC and City staff for their successful recruitment campaign and, in particular, I would like to thank Governor Doyle and the Department of Commerce as their support made this project possible. I welcome Kettle Foods to the city of Beloit."

GBEDC Chairman Brian Bisbey adds, "The GBEDC is excited to be a partner in the Kettle Foods corporate expansion. We are pleased to see businesses such as Kettle Foods recognizing the opportunities that Greater Beloit has to offer, and look forward to a positive trend of expansion for the area."

**About Kettle Foods** - Founded in 1978, Oregon-based Kettle Foods is a privately owned company committed to producing great tasting, all-natural snacks with a caring commitment to its employees, craft and community. In doing so, it leads the industry as the No. 1 salty snack brand in natural supermarkets according to SPINS, with distribution throughout North America, Japan, Guam and Western Europe. Its manufacturing sites in Salem, Ore., and Norwich, United Kingdom produce more than 20 flavors and four varieties of potato chip offerings, eight flavors of organic tortilla chips and a variety of nut butters and trail mixes. Visit [www.kettlefoods.com](http://www.kettlefoods.com) for more information.

**The GBEDC** is a public/private member-based non-profit organization that fosters economic development in the Greater Beloit area. The GBEDC was officially organized in April 2005 as a result of the merger of the Beloit Economic Advisory Council and the Beloit Economic Development Corporation. This powerful alliance, non-profit organization propels competitive and prosperous growth throughout the region including Beloit, South Beloit, Town of Beloit, and Town of Turtle. The GBEDC works with companies that are interested in investing in the community and retaining or creating new jobs. The GBEDC focuses on establishing an environment that encourages existing companies to remain and expand while attracting new businesses to the community.