



100 new jobs in Gateway

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Governor, in Beloit, announces project by Kettle Foods Inc.

Seeking to expand its operations eastward, an Oregon-based snack food production company will locate in Beloit's Gateway Business Park.

Kettle Foods Inc. will construct a 60,000-square-foot snack food production and distribution facility in the Gateway Business Park, benefiting Beloit with nearly 100 new jobs over three years.

Gov. Jim Doyle made the announcement today during a kick-off breakfast to his "Capital for the Day" tour in Rock County, presenting North American Kettle Foods President and General Manager Tim Fallon with a \$500,000 check.

The \$17 million facility will be located on 12.2 acres in the Gateway and construction is expected to begin in late spring. The land is owned by the newly formed, non-profit Greater Beloit Economic Development Corporation (GBEDC) and the City of Beloit and the Wisconsin Department of Commerce cooperated in offering a package of incentives and tax credits to the company.

Commenting on the effort his administration has made to grow Wisconsin's businesses through tax breaks and most recently an initiative to provide competitive tax incentives to border counties like Rock County, Doyle said he was pleased with Kettle's multi-million dollar investment.

Doyle noted the well-established reputation of the food producer that uses 50 million pounds of Russet potatoes each year and has a track record for environmentally friendly practices.

"This is a company that has really grown out of the natural food market," he said.

Holding a bag of Kettle's cheddar and beer flavored potato chips, Doyle quipped that company would feel right at home in Wisconsin.

"They will fit with us very well," he said.

Fallon said the company was impressed with Beloit's location and accommodating business atmosphere. He expressed his particular appreciation for the cooperation of the city staff and economic development team, adding that the company also recognized the community's work ethic and skilled labor force.

Beloit City Manager Larry Arft expressed his pleasure with Kettle's decision to locate in Beloit. City staff was aware that the food producer was conducting an extensive site search in the

Midwest and had been in discussions with Kettle for nearly nine months.

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

Finding the right fit for the Gateway is a two-way consideration, according to Arft, and Kettle will be a welcome company in the city, not only for its quality product but its citizenship as well, he said.

"This is a very environmentally sensitive, high-end company," he said.

Beloit Economic Development Director Andrew Janke said the company would be exploring alternate energy opportunities at the Beloit facility.

Founded in 1978, Kettle Foods currently operates out of North America, Japan, Guam and Western Europe. Its hand-made potato chips and other snacks are produced at manufacturing sites in Salem, Oregon and Norwich, United Kingdom.

The privately held company fuels its fleet with recycled biodiesel and utilizes solar energy in its production to minimize its impact on the environment.

When the company began considering Beloit, Janke said its representatives visited the city to tour and learn about the area.

"This company was selecting a community as well as a site," Janke said. "Kettle Foods will not only be an excellent addition to the Gateway Business Park but they will also contribute to strengthening the food industry cluster in Greater Beloit."

In order to accommodate the factory, a roadway will be extended from Gateway Boulevard and the city will use its Tax Incremental Financing authority to finance the construction and the extension of utilities in the Gateway. The city will apply for a TEA grant from the Department of Transportation to match funds for the infrastructure enhancements.

Additionally, the city will offer a \$50,000 grant for employee training and a pay-as-you-go developer incentive. The Beloit City Council will meet Feb. 6 to vote on additional local incentives.

Arft said the city continues to receive inquiries about land in the Gateway, as it markets its accessibility to the interstate. In September, Staples announced its intentions to locate a distribution center in the Gateway.

Construction is progressing toward the anticipated completion this fall. The city shares a joint development agreement for the Gateway with NAI MLG Commercial - a company experienced in business park development.