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PRESS RELEASE

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RESER'S FINE FOODS RECEIVES PRESTIGIOUS LOCAL AWARD

Company's growth and community support epitomizes "Working Together Works"

Roanoke Rapids, NC – At their annual meeting, Halifax County Business Horizons (Halifax Horizons), Inc. presented the 7th Annual "Working Together Works" award to Reser's Fine Foods. In making the presentation, Phil Hux, Secretary of Halifax Horizons, highlighted the "amazing story a young man of 25 who started with 50 pounds of potatoes and a really great potato salad recipe. Five years later, Al Reser's company was profitable and growing, and has continued to grow to what is today a billion dollar company."

"Not only does Reser's Fine Foods make a significant contribution to Halifax County's economy, they are a great corporate citizen and support area community organizations, educational groups, and sports teams," commented Hux.

Accepting the award on behalf of the company was Ken Braswell, General Manager, of the Reser's Fine Foods facility in Halifax. "I am honored to accept this award on behalf of Reser's Fine Foods." Braswell added, "Our company has continued to grow here in Halifax County and we look forward to working with local officials, especially in the areas of education and workforce development."



Pictured left to right: Phil Hux, Secretary, Halifax County Business Horizons; Ken Braswell, General Manager, Reser's Fine Foods; and Dan Brown, President of Halifax County Business Horizons.

Reser's Fine Foods is a family-owned company headquartered in Beaverton, Oregon. The company first opened its doors in Halifax County in 2001 making chilled salads. Reser's Fine Foods has continued to grow and invest in Halifax County and in 2010, constructed the Don Pancho Authentic Mexican Foods tortilla manufacturing facility.

Frank V. Avent III, Vice President of Halifax Horizons and Chairman of the Halifax County Economic Development Commission, added, "Working together really does work and it is important that we recognize the companies, like Reser's, that invest in our community." Avent added, "We look forward to continuing to support the long-term growth and prosperity of Reser's Fine Foods in Halifax County."

Halifax County Business Horizons, Inc. is a 501(c)(3) non-profit organization with a mission to provide funding for economic development projects in all of Halifax County. Private funds raised by the organization support business and industry recruitment and expansion and tourism development. Halifax Horizons provides critical financial support for projects that directly impact the success of our local tourism and economic development efforts.

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