

Halifax County Economic Development Commission

260 Premier Boulevard • Roanoke Rapids, NC 27870
Phone: 252-519-2630 • Fax: 252-519-2632
E-Mail: cathyscott@halifaxdevelopment.com
www.HalifaxDevelopment.com



PRESS RELEASE

For Immediate Release
November 29, 2018

Contact: Cathy A. Scott
Phone: 252-519-2630

Food Manufacturer Expanding in Halifax County

Reser's Fine Foods will add 79 jobs and invest \$3.2 million in Halifax

Halifax, N.C. – Reser's Fine Foods will expand its current operations in Halifax County, creating 79 jobs, Governor Roy Cooper announced today. The company plans to invest \$3.2 million in Halifax with the project.

"Halifax County is a prime location for manufacturers with strategic access to rail and road transport," said Commerce Secretary Anthony M. Copeland who was in Halifax County today for the announcement. "That transportation and distribution infrastructure, coupled with an experienced manufacturing workforce, made it the right choice for Reser's to stay in North Carolina."



Reser's Fine Foods began in 1950 in Cornelius, Oregon producing refrigerated salads. Over the next several decades, the company expanded into several other food categories, including Mexican foods. In 2010, Reser's expanded its West-based tortilla business by opening the Don Pancho facility in Halifax.

"Our tortilla business continued to grow in the Eastern United States over the past 9 years, and it became clear we needed to invest to support both current and future demand in this region," says Reser's Fine Foods CEO Mark Reser. "The One North Carolina Fund grant, along with the continued support of N.C. Commerce and the Economic Development Partnership of N.C., made the choice to invest here in Halifax an easy one. We will expand capacity by investing in new equipment at our existing plant, and increase the site's workforce by nearly 40% over the next five years."

Salaries for the new position will vary. Once all positions are filled, the average salary is expected to be \$35,325, above the Halifax County average salary of \$31,839.

A performance-based grant of \$250,000 from the One North Carolina Fund will help facilitate Reser's expansion in Halifax County. The One NC Fund provides financial assistance to local governments to help attract economic investment and to create jobs. Companies receive no money upfront and must meet job creation and capital investment targets to qualify for payment. All One NC grants require a matching grant from local governments and any award is contingent upon that condition being met.

"Reser's Fine Foods has been a strong partner here in Halifax County, and we are proud to continue winning their business with this expansion," said N.C. Senator Toby Fitch, Jr.

“Reser’s Fine Foods chose to expand in Halifax because they know we have the workforce they need to succeed,” said N.C. Representative Michael H. Wray. “I’m proud to join the community in welcoming Reser’s expansion here.”

“Reser’s Fine Foods has a long history in Halifax County and we are thrilled to support them in the expansion of Don Pancho Authentic Mexican Food products,” said Vernon J. Bryant, Chairman of the Halifax County Board of Commissioners. “We look forward to the positive impact this expansion will have on our community and to the residents employed by the company.”

In addition to North Carolina Commerce and the Economic Development Partnership of North Carolina, other key partners in the project include the North Carolina General Assembly, the North Carolina Community College System, Halifax County and the Halifax County Economic Development Commission.

About Halifax County EDC

The Halifax County Economic Development Commission (HCEDC) is the lead economic development organization for Halifax County. The mission of the Halifax County Economic Development Commission is to support the creation of new jobs and investment in Halifax County and the retention and expansion of Halifax County's existing business and industry. For additional information, contact the Halifax County EDC at 252-519-2630 or visit www.halifaxdevelopment.com.