



## FOR IMMEDIATE RELEASE

**Contact:** Pamela Russell  
Celebration Foods  
860-258-0258  
[prussell@celebrationfoods.com](mailto:prussell@celebrationfoods.com)  
[www.celebrationfoods.com](http://www.celebrationfoods.com)

### **Celebration Foods Makes “Plant of the Year” List by *Food & Drug Packaging Magazine***

**- Connecticut based company receives recognition for establishing and maintaining a top-notch operation -**

Rocky Hill, CT (April 17, 2006) – Celebration Foods announced today that its Jessup, MD production facility has been named one of *Food & Drug Packaging Magazine’s* 2005 Plants of the Year. Celebration Foods, a division of FOCUS Brands, and formerly Carvel Corporation, markets, manufactures and distributes Carvel® ice cream cakes and desserts for supermarkets, club stores and super centers. Over the past three years, significant changes in the Jessup production facility have resulted in a 20+% increase in productivity, an increase from 88% to 99% in order fulfillment, a 20+% increase in quality scores, and significantly reduced product damages due to packaging innovations and process solutions. All of these significant changes occurred while increasing its capacity by over 400%.

Factors considered for this ranking included how the company handled challenges and made choices necessary to establish and maintain a top-notch packaging operation. “As part of a new supply strategy, we consolidated six facilities into three.” said Tim Shanley, vice president of manufacturing. “The Jessup facility became the engine of manufacturing. We tripled the physical size of the location by building a more modern associate facility and debottle-necking critical process points. We also implemented more robust financial and quality systems, as well as installing new equipment and training procedures.”

#### **About Celebration Foods**

Celebration Foods, Inc. is the marketer, manufacturer and distributor of leading high quality frozen desserts, including, Carvel® ice cream cakes and desserts. They are the market leader in the ice cream and ice milk frozen desserts category with a 67% share and distribution now reaching over 40 states in over 8,500 outlets. In addition, Celebration Foods offers co-branded solutions for its retail partners and low temperature distribution solutions for other manufacturers. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

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