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Celebration Foods Celebrates Grand Opening of Manufacturing Facility
- Company brings 250 new jobs to New Britain, CT -

Rocky Hill, CT (June 10, 2008) – Connecticut Governor M. Jodi Rell, New Britain Mayor Tim Stewart, DPUC Commissioner Jack Betkoski, representatives from The Connecticut Light and Power Company (CL&P) and the Connecticut Energy Efficiency Fund (CEEF), and Bob Landino, President and CEO of Centerplan Development Corporation, LLC joined Tim Shanley, President and COO of Celebration Foods LLC at a ribbon-cutting ceremony on June 10 marking the opening of Celebration Foods new manufacturing facility at 263 Myrtle Street, New Britain, CT.

Celebration Foods recently hired 250 employees – ranging from shift managers to quality assurance technicians to maintenance personal and cake decorators – to work at the new 120,000 square-foot facility. In August the company plans to relocate its corporate offices, currently in Rocky Hill, CT, to this location, creating Celebration Foods' new world wide headquarters.

The new state-of-the-art facility was built to address the company's on-going capacity issues, as well as add leading edge product capabilities. "Since 2002, we've doubled the number of outlets we distribute our products to, building the once regional brand Carvel[®], into a national brand and category leader," said Shanley. "This new site brings capabilities on line in support of the company's aggressive growth strategies. In addition, we've equipped this facility with new technology and manufacturing processes that will enhance our leadership status and position the company as a leading national supplier of value added indulgent frozen ice cream desserts. We can now truly partner with our customers in new, more flexible ways that will bring dessert solutions to our mutual consumers for years to come."

The City of New Britain and the State of Connecticut were also extremely supportive in helping Celebration Foods come to New Britain. "This is the most exciting moment of my four and a half years as mayor," said New Britain Mayor Tim Stewart. "I cannot say enough about the cooperation between Celebration Foods, the State and the City that made this dream a reality."

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*Celebration Foods is the manufacturer & distributor of leading frozen dessert products including Carvel[®] Ice Cream Cakes, America's #1 Brand.
For product information visit WWW.CARVEL.COM*



The plant was built at the former Fafnir Bearing Company site, long abandoned and with no new company to replace the many jobs the old bearing plant provided; the neighborhood was primed for revitalization. “We chose New Britain because it is in a good location to support the company’s growth and put volume close to its core consumer base,” said Shanley. “Being able to build our new plant on an inner city site with access to a strong, excited, conveniently located labor pool was vital.”

The new facility was also built with energy-efficiency in mind. The company worked with CL&P through a new construction program they administer for the Connecticut Energy Efficiency Fund. “The program enabled us to opt for lighting, HVAC, refrigeration and other types of equipment that are more energy-efficient than the standard equipment we may have selected without CL&P’s and the Fund’s assistance. We expect to save over 1.2 million kilowatt-hours annually,” said Shanley. “In fact, over the lifetime of the equipment, we will save over 16 million kilowatt-hours, which is the equivalent of avoiding over nine tons of carbon dioxide (a global warming gas) or proving almost 2,000 homes with electricity for a year.”

Celebration Foods

Celebration Foods, a division of FOCUS Brands, Inc., is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts. Headquartered in Rocky Hill, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 64% share and distribution now reaching over 43 states in nearly 9,000 leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit www.celebrationfoods.com.

Connecticut Energy Efficiency Fund (CEEF)

The Connecticut Energy Efficiency Fund (CEEF) promotes efficient energy use, helps residents and businesses save on their electric bills, promotes economic development, reduces electric demand, and helps reduce air pollution. Connecticut Light and Power administers the CEEF through conservation programs that serve residential customers, including low- and fixed-income customers, as well as business and municipal customers. Connecticut’s energy-efficiency programs are funded by the conservation charge on customers’ electric bills. Additional information on Connecticut’s energy-efficiency programs can be found at www.ctenergyinfo.com

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