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**Celebration Foods' New Britain Plant Named 2009 Plant of the Year by Food Engineering Magazine**

*– Company's new single-source manufacturing facility wins prestigious award –*

**New Britain, CT (April 2, 2009)** – Celebration Foods<sup>®</sup>, manufacturer and distributor of leading high quality frozen desserts, including Carvel<sup>®</sup>, the original all ice cream cake, has been named the recipient of the 2009 Plant of the Year Award by *Food Engineering* magazine. The company's state of the art, single-source 135,000 sq ft plant celebrated its one-year anniversary in February.

Nominees for this coveted award must be a new food or beverage plant in North America that demonstrates the best uses of food manufacturing technology. Celebration Foods' plant, constructed by contractor Whiting Turner and engineering consultant TranSystems, was chosen as the recipient of this year's award for several reasons: the innovative engineering demonstrated in new equipment designs, increased production output, energy savings and the reduction in transportation and supply chain costs.

"This is truly an honor for our organization and a testament to the investment of time, money and resources dedicated to the construction and start up of this facility," said Tim Shanley, Celebration Foods' President and COO. "The structure, technology, and new process layouts incorporated in this facility fundamentally change the way we produce our products. We were able to marry best practices from our previous locations with unique solutions in this location to ensure both quality and brand equity is maintained. This new facility ultimately strengthens our competitive advantage and allows us to partner with our customers in new, more flexible ways that will bring dessert solutions to our mutual consumers for years to come."

"The Celebration Foods project is an excellent example of the benefits of collaborative decision making," said Stuart Kendig at TranSystems. "First we prepared a concept that provided everything that was envisioned for the project using conventional food process building standards. Then we focused on the essential elements of the project and looked at creative ways of meeting the project requirements using products and systems in new and economical ways. The result is a better solution, more elegant than it started because the project team was open to new ways of solving project challenges."

The Plant of the Year Award will be presented to Celebration Foods LLC on Tuesday April 28, 2009 during *Food Engineering's* Food Automation and Manufacturing Conference & Expo held April 26-29, 2009 at the Ritz-Carlton in Sarasota, FL.

**About Celebration Foods<sup>®</sup> LLC**

Celebration Foods LLC is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts. Headquartered in New Britain, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 63% market share and distribution now reaching over 49 states in close to 10,000 leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

**About Carvel® Corporation**

Atlanta based Carvel Corporation is the United States' first retail ice cream franchise and has become one of the best-loved and most recognized names in its industry. The 75-year old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Carvel currently operates approximately 570 franchised and food service locations.

**About *Food Engineering* magazine**

*Food Engineering* has been covering the food and beverage industry since 1928. Published 12 times per year, this magazine reports on the latest trends, products, technologies and issues affecting manufacturing in the food and beverage industry. The publication is written exclusively for the operations & manufacturing management team.

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