

For Release November 15, 2013

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Sweet Street Desserts Baking Up A New Chapter In Greenville County, SC

Gourmet dessert manufacturer to add 80 new jobs

GREENVILLE, SC, November 15, 2013 — Sweet Street Desserts, Inc., the Reading (PA)-based leader in the gourmet dessert industry and champion of “sweet, indulgent desserts as a way of life”, today announced that it will establish a new manufacturing facility in Greenville, South Carolina. The investment is expected to generate at least 80 new jobs over the next several years.

“We are pleased to move forward with plans to locate our new facility in South Carolina, allowing us to expand production capacity and more easily and efficiently reach our growing customer base in markets across North and South America,” said Sandy Solmon, founder and CEO of Sweet Street Desserts. “The state of South Carolina and local community offered us a wonderful business environment and bent over backwards to assist us. Greenville County provided us with an excellent facility that is ideally suited to our needs and we are excited to begin this new chapter in our organization’s history.”



Sweet Street is purchasing the 120,000 square foot former Sara Lee building at 1916 Piedmont Highway in Greenville County and will be upfitting the facility with new machinery and equipment. The company expects to begin manufacturing operations by Summer, 2014.

“As the leader in the gourmet dessert industry we set the standard for the industry and we envision that this new facility will play an important role in our pursuit of that mission,” said Ms. Solmon. “Our goal is to maintain our leadership, while growing internationally. We believe that our new base in Greenville will support this continued expansion, now at 60 countries and counting. We are extremely pleased to establish our new operations here in Greenville County, and very appreciative for the support and

leadership of the Greenville Area Development Corporation, readySC, South Carolina Department of Commerce and others who assisted in making this announcement a reality.”

“South Carolina continues to find success recruiting businesses, investment and new jobs,” said Gov. Nikki Haley. “We are thrilled that Sweet Street Desserts chose our state to invest in, creating 80 new jobs in Greenville County.”

Since January 2011, South Carolina has recruited more than \$10 billion in capital investment and more than 28,000 jobs in the manufacturing sector.

“The Palmetto State is known the world over for its ability to make things – whether cars, tires, planes, or even desserts,” said Secretary of Commerce Bobby Hitt. “This announcement further reinforces our status as a business-friendly state for manufacturers of all kinds.”



Sweet Street Desserts, which has over 800 employees and is headquartered in Reading, Pennsylvania, was founded by Ms. Solmon in a 2-bay garage in 1979 and has rapidly grown to become the premier gourmet dessert manufacturer in the world, providing a wide range of products including pies, big cakes, cheesecakes, dessert bars, scones, cookies and petit fours in more than 60 countries worldwide. Many of the world’s leading foodservice establishments – including well-known hotels, restaurants, cafes and upscale supermarkets – serve Sweet Street products as their own, and Sweet Street is consistently voted by foodservice professionals as the most innovative and one of the Top 10 food service suppliers in the United States.

“While we are firmly rooted in Reading and it will always be home, Sweet Street is excited to begin this new chapter in our history here in South Carolina,” said Doug Messinger, Vice President and General Manager for Sweet Street Desserts. “We look forward to creating a dynamic and gratifying environment that customers, suppliers and co-workers will enjoy, and ensuring a story of sweet success for them, our company and our community in the years to come.”

“Greenville has an international reputation as a center of advanced manufacturing and as a gourmet food and dining center, and Sweet Street Desserts fits well with this area’s other world-class brands,” said Dr. Bob Taylor, board member of the [Greenville Area Development Corporation](#) and chairman of Greenville County Council. “Attracting a company that is focused on innovation, internationally admired, and well-known for community involvement to Greenville County is truly the icing on the cake.”

Sweet Street will begin working with readySC in the recruiting and training of associates beginning in early Spring 2014. Persons interested in being considered for positions

should contact their local readySC office or visit them at www.readySC.org. Additional details will be released beginning in March 2014.

For more information about Sweet Street Desserts, visit www.sweetstreet.com.

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 16,500 new jobs and more than \$2.8 billion in capital investment in Greenville County, SC. To learn more, visit www.goGADC.com or call (864) 235-2008.