

NEWS RELEASE
FOR IMMEDIATE RELEASE



Contact:
Wayne Hugo
Blue Bell Creameries
979-836-7977
wayne.hugo@bluebell.com

Suffolk Media & Community Relations
757.514.4104
www.suffolk.va.us

Blue Bell Creameries to Construct New Distribution Center in Suffolk

SUFFOLK, Virginia (November 12, 2014) – Blue Bell Creameries, maker of the number-three top-selling branded ice cream in the United States, has announced plans to build a new distribution facility in Northgate Commerce Park located in Suffolk, Virginia. Blue Bell originally entered the Suffolk market in 2013 when they began leasing cold storage space at Suffolk Cold Storage.

Blue Bell's \$5.8 million capital investment includes construction of the custom facility and site improvements on the 2.5 acre site. The new, approximately 14,000 square foot building will consist of cold storage space with loading docks, fleet parking and administrative offices.

Founded in 1907, Blue Bell has enjoyed steady growth despite the fact that it is only sold in parts of 23 states. Virginia has been enjoying the products since 2009. The company offers more than 60 ice cream flavors as well as frozen snack items.

In their site selection process, Texas-based Blue Bell considered other cities within their Hampton Roads service territory which stretches to the Eastern Shore, Outer Banks and Emporia. The executives selected Suffolk based on their research and successful experiences in the City to date. "Many residents had never even heard of Blue Bell Ice Cream when we entered the Suffolk area

in 2013,” said Heath Stallings, sales manager of the Blue Bell Hampton Roads transfer station. “In just a short time, our sales have grown tremendously and we now need a larger facility to better serve this area. We are excited to begin building a new branch and put down roots here in Suffolk.”

“Blue Bell’s decision to establish a permanent distribution center in Northgate Commerce Park is significant,” remarked Suffolk Mayor Linda T. Johnson. “They are recognized for thorough employee training as well as producing an excellent product. Any community would be thrilled to have Blue Bell operate there.”

Blue Bell expects to hire an additional six employees with the new branch, bringing the total to around 20 employees. Construction is expected to begin in 2015. Blue Bell was represented by John Lee of John Lee & Associates. The site in Northgate Commerce Park was represented by Charles Dickinson of Harvey Lindsay Commercial Real Estate.

To learn more about Blue Bell, visit www.bluebell.com.



####