

## **PRETZELS, INC. ANNOUNCES SIGNIFICANT EXPANSION WITH NEW FACILITY IN GREATER KANSAS CITY AREA**

*New Facility to Expand Pretzels' Manufacturing Footprint and Enhance the Company's Capabilities to Support its Diverse and Growing Customer Base*

**Bluffton, Indiana** – (December 8, 2020) – Pretzels, Inc. (“Pretzels”), a leading manufacturer of pretzels and other snack products, today announced plans to construct a state-of-the-art production facility in Lawrence, Kansas. The new facility will increase capacity across a range of products and formats and is expected to be operational in late 2021.

Greg Pearson, Chief Executive Officer of Pretzels, said, “We are very excited to expand our production footprint and to bolster our best-in-class customer service with superior capabilities and additional geographic reach. This new facility exemplifies Pretzels’ commitment to support the growth of our diverse and expanding customer base with industry-leading quality and efficiency across a variety of traditional and innovative products. We look forward to becoming a member of the community in Lawrence and the broader Kansas City metro area as we expand our operations and employee base.”

Robert Strauss, Managing Director of Peak Rock Capital, added, “Pretzels has made tremendous progress with its commercial and new product development initiatives, and this new facility reflects its shareholders’ ongoing commitment to supporting its growth plans. We look forward to continuing to advance Pretzels’ growth in partnership with its valued customers.”

The new facility will complement Pretzels’ existing facilities in Bluffton and Plymouth, Indiana and will include capabilities that support Pretzels’ long-time commitment to product and packaging innovation.

Pretzels, Inc. is a portfolio company of an affiliate of Peak Rock Capital, a leading middle-market private investment firm. Since partnering with Peak Rock, Pretzels has already substantially invested in its personnel, R&D capabilities, and manufacturing footprint, including a 120,000 square foot expansion of the Plymouth, Indiana facility completed earlier this year.

### **ABOUT PRETZELS, INC.**

Founded in 1978, Pretzels, Inc. is a leading manufacturer of pretzels and extruded snack products. Based in Bluffton, Indiana with an additional facility in Plymouth, Indiana, the company manufactures and distributes traditional, peanut butter filled, flavored, seasonal, and gluten-free pretzels, as well as extruded snack products, to a diverse, blue-chip customer base that includes leading grocers and national brands.

Learn more at [www.pretzels-inc.com](http://www.pretzels-inc.com)

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