



SAND PLAINS
Community Development Fund

PROJECT # 27-P011

PROJECT NAME: Crimson Local Jobs

Business/Organization: Crimson Foods

County: Brant

Priority Categories Addressed: Manufacturing

Loan Amount: \$250, 000

Board-Approval Date: June 10, 2011

Project Summary: Crimson Foods will manufacture premium licorice in Brant County that is currently 100% imported into North America. More than 80% of the production has been pre-sold with 3 year contracts and established customers in place.

Regional Economic Impacts & Benefits: This company initially hired 6 people and it plans to increase from one shift to three shifts, hiring as many as 18 employees. Crimson is also considering plans for a second line to produce a totally new product that has the potential to be bigger and more profitable than licorice.

Market Impact Assessment: Through the use of state of the art equipment and processes they will be able to deliver a premium product at an attractive price when compared with current supply from Great Britain and South Africa, which are the only sources today.

WEB: PROJECT ANNOUNCEMENT