

# Hola Nola Foods

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FOR IMMEDIATE RELEASE

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Hola Nola Foods Breaks Ground on Louisiana's Only Flour and  
Corn Tortilla Plant

Ascension Parish, LA (March 7, 2013) Hola Nola Foods, LLC announced today the ground breaking for its new 11,475 square foot tortilla plant on Industrial Drive in Geismar, LA. The facility has a June completion date and will be producing "Louisiana Fresh™" Flour and Corn Tortillas for the local restaurant market and for distribution on local supermarket shelves.

The Ascension Parish site was selected both for its proximity to target markets and for the quality of life that Ascension Parish provides to its future workforce. Founders Kevin Holden and Rod Olson are both residents of the parish and former executives at Zapp's Potato Chips. Mr. Olson recently retired as President of Zapp's Potato Chips after 27 years of service. "We got out of the chips and into the dough, from frying to baking and we are very excited," states Holden. "No longer will Louisianans have to import their tortillas from Texas!" exclaims Olson.

Ascension Economic Development Corporation President and CEO Mike Eades provided assistance in identifying the appropriate incentive programs that would help this new startup company success, namely the Quality Jobs Program and the Industrial Tax Exemption Incentive.

Salco Construction of Baton Rouge is the general contractor

for the concrete tilt wall food processing plant whose design incorporates multiple sanitation and energy conservation features that were possible only with new construction. The initial facility will house separate manufacturing lines for flour and corn tortillas, with room to add additional lines for each product.

By providing fresher, tastier tortillas and wraps to the growing restaurant and grocery market in Louisiana, Hola Nola Foods anticipates job growth to 50 positions by 2015. Hiring will be handled through the Louisiana Workforce Commission, with job interviews beginning in late May 2013. Ascension Parish President Tommy Martinez is excited about an additional food processor locating in Ascension Parish. "Our tremendous growth in major industrial plants provides many opportunities for small businesses to launch successfully and broaden the parish's job base. We welcome Hola Nola Foods and encourage our citizens to enjoy their products".

### **About AEDC**

The Ascension Economic Development Corporation (AEDC) was formed for the expressed purposes of diversifying the economy, increasing the tax base and creating quality, permanent jobs by encouraging the expansion of existing enterprises in Ascension Parish, Louisiana, the attraction of new enterprises and to work hand in hand with elected and appointed leaders to maintain and improve the business climate in the Parish. AEDC was created by the Ascension Chamber of Commerce, the City of Gonzales and the Parish of Ascension. Incorporated in the State of Louisiana on June 01 2005 under the provisions

of Chapter 27, Part I of Title 35 of the Louisiana Revised Statutes of 1950 as amended and federally chartered under I.R.S. Code 501 (C) (6), AEDC is a private nonprofit corporation pursuant to the Louisiana Nonprofit Corporation Law, Chapter 2 of Title 12 of the Louisiana Revised Statutes as amended. AEDC is governed by a ten (10) member Board of

Directors. These ten members serve without compensation and are appointed for three (3) year terms by the following entities: The Ascension Chamber of Commerce: Four Members; the Ascension Parish Council: Two Voting Members & Two Non- Voting Members; the Ascension Parish President: One Voting Member; and, the City of Gonzales Council: One Non-Voting Member