



Business &
Tourism
centre

NEWS

212 King Street West Cobourg, ON K9A 2N1

T. 905 372 5481 | 1 888 262 6874 F. 905 372 1306 www.cobourg.ca

For immediate release

READY TO EAT, READY TO HEAT, READY TO COOK

February 14, 2011

COBOURG, ON – A global foods producer has chosen Cobourg for its first new Canadian production facility where it plans to begin production by hiring 30 people to make a new range of natural foods for a major Canadian grocery provider.

Bakkavor Foods Canada Inc., a subsidiary of Bakkavor USA Inc., announced today that it intends to hire 30 people when it opens its new fresh prepared foods and produce production facility in April. Within two years, the company says, it hopes to hire as many as 70 employees. Once fully operational, it could create up to 150 new jobs.

“The economic impact created by this company will come in many forms, from job creation and supporting local agri-businesses, to purchasing of local products and services throughout Cobourg and the surrounding area,” says Cobourg Mayor Gil Brocanier.

Bakkavor Foods Canada Inc. will deliver upwards of 70 new products to market, including items such as Italian, traditional and Asian meals, as well as vegetable side dishes, soups, sauces and salad meals.

Company president John Dutton says the company’s decision to make its first major Canadian investment in Cobourg was “easy.”

The company chose Cobourg after learning about the benefits of doing business in Eastern Ontario from members of the Ontario East Economic Development Commission’s marketing team at the Fancy Food Show in San Francisco, California.

“I was provided with a package highlighting potential sites to locate a food company and Cobourg was on the list,” Dutton says.

“After touring a number of Eastern Ontario communities and meeting with municipal economic development staff, we selected Cobourg as the place we needed to establish our new operation,” he says. “The close proximity to our target markets in Toronto, plus municipal and provincial support, made the decision easy for us.”

Bakkavor is a growing global food company based in the UK with 57 operations in 10 countries and employs more than 19,000 people. It supplies more than 6,000 products in 18 fresh prepared food categories and a variety of fresh produce categories that are sold predominantly under customers’ own brands, supplying many of the world’s top grocery retailers.

Ontario East Economic Development Commission (OEEDC) is putting a focus on food manufacturing in Eastern Ontario and Cobourg is the perfect fit for this strategy.

For more information call:

Wendy Gibson, Economic Development Officer
Town of Cobourg

(905) 372-5481 x 4125 or Email: wgibson@cobourg.ca