

MAKING GOLDFISH CLOSER TO MARKET AT PEPPERIDGE FARMS

ABOUT PEPPERIDGE FARM. Pepperidge Farm is a well-known American food company celebrated for its premium bakery products. Founded in 1937 by Margaret Rudkin, the brand quickly gained recognition for its delectable cookies, crackers, and bread. Known for using the finest ingredients and traditional baking methods, Pepperidge Farm offers a diverse range of products, from classic cookies like Milano and Goldfish to specialty bread and crackers.

With a rich history and commitment to quality, Pepperidge Farm has become a trusted brand for generations. In recent years, the company has focused on sustainability initiatives, such as reducing its environmental impact and supporting responsible sourcing. Pepperidge Farm's popular products include Milano cookies; Goldfish crackers; sausage, egg & cheese bites; and various breads. Their dedication to quality, taste, and tradition has made Pepperidge Farm a staple in many American households.

THE CHALLENGE. AJ Heiner, the plant director of Pepperidge Farm in Richmond, Utah, has been leading a factory transformation that includes a \$160 million investment in new product lines, facilities, and equipment. To maximize the success of this project, AJ reached out to iImpact Utah, a Utah-MEP subrecipient and part of the MEP National Network™, to discover grant opportunities.

MEP CENTER'S ROLE. iImpact Utah helped AJ obtain an automation grant to enhance a production line with new equipment. AJ used the grant money to upgrade a piece of equipment to produce 30 oz products, which eliminated the need to ship product from Ohio to meet West Coast supply demands. They purchased a Nimco Cartoner to solve their capacity increase needs.

"I can always count on iImpact Utah, a Utah-MEP subrecipient, to step in and help me gather the resources I need to make critical projects more attainable. The grant funding we received not only relieved some pressure on our budget but also added job opportunities in our community."

-AJ Heiner, Senior Plant Manager

RESULTS



12 created or retained jobs



\$30,000,000 in new or retained sales



\$900,000 in cost savings



\$900,000 in new investment

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