



**PRESS RELEASE**

For more information please contact:

Katy Ryder Pettersen, WMC  
[kpettersen@wmc.org](mailto:kpettersen@wmc.org)  
608-516-6684 cell

***Frito-Lay Receives Manufacturer of the Year Award***  
**Beloit Manufacturer Recognized with Grand Award**

**February 25, 2010, Milwaukee** -- Eight Wisconsin companies received 2009 Wisconsin Manufacturer of the Year Awards for outstanding achievements in manufacturing. On Thursday, the winning companies were announced at a black-tie awards dinner and program at The Pfister Hotel in Milwaukee.

Frito-Lay, Inc. was recognized as the 2009 Manufacturer of the Year Grand Award Winner in the sustainability category.

The Manufacturer of the Year Awards recognize Wisconsin companies that demonstrate a commitment to business excellence which has a positive impact on the company and the state, making Wisconsin a better place to live, work and play.

“Frito-Lay has an attitude of continuous improvement,” said Bob Karnauskas, president of BL3 Strategies in Milwaukee, and one of 15 judges who selected the winners for Thursday’s event. “Their sustainable business practices illustrate their view that whatever they have done in terms of their sustainable initiatives is not good enough and they will keep driving forward to be even better.”

***-MORE-***

Frito-Lay is a leading manufacturer in Beloit. They have reduced their landfill contributions by 37 percent last year alone. Through the company's use of technology best practices, including high efficiency lighting, Frito-Lay's electrical consumption was down 26 percent per pound of finished product. And through key technology investments in their packaging department, they were able to minimize the transport of product, and avoid over 368 metric tons of greenhouse gas emissions per year.

The Frito-Lay Beloit facility began in 1973 on 15 acres of land with less than 300 total employees. Over the past 35 years they have made continuous improvements to the plant in the Beloit Industrial Park and new technology has increased production efficiency and improved product quality. The plant's total square footage now tops 500,000 square feet and employs more than 700 employees.

Forty Wisconsin businesses were nominated for the 22<sup>nd</sup> annual Wisconsin Manufacturer of the Year Awards. An independent panel of judges, with representatives from business, education, government and the media, selected the 2009 Manufacturer of the Year Award winners. More information about the Wisconsin Manufacturer of the Year Awards program can be found at [www.wimoty.com](http://www.wimoty.com).

The statewide recognition program is co-sponsored by Baker Tilly, one of America's largest accounting and advisory firms; Michael Best & Friedrich LLP, a preeminent Midwest-based law firm; and Wisconsin Manufacturers and Commerce, the state's largest business association.

###

## **RELATED INFORMATION:**

### **Complete Awards Listing:**

#### **Grand Awards**

Oshkosh Corporation – Defense Division, Oshkosh – Grand Award, mega company category  
American Orthodontics Corporation, Sheboygan – Grand Award, large company category  
Sentry Equipment Corp., Oconomowoc – Grand Award, medium company category  
Northwoods Paper Converting, Beaver Dam – Grand Award, small company category  
Frito-Lay, Inc., Beloit – Grand Award, sustainability category

#### **Special Awards**

Mayville Engineering Company Inc. (MEC), Mayville – Special Award, “Community Involvement and Conservation Education”  
Wisconsin Aluminum Foundry Company, Inc., Manitowoc – Special Award, “Industry Perseverance”  
Plastic Components, Inc., Germantown – Special Award, “Commitment to Community and Employees”