

OREGON
ECONOMIC



DEVELOPMENT
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www.bettylousinc.com.

To learn more about the McMinnville Economic
Development Partnership, visit
www.McminnvilleEDP.com.

McMinnville, OR – In 2008, Betty Lou's, Incorporated made a major expansion with the purchase of 94,000-plus square foot building. The McMinnville based organic snack manufacturer moved from a 32,000 square foot facility located in The Granary District. The new facility is located in McMinnville and was a former RV manufacturing plant. Betty Lou's has been in production since 1987. The company currently employs 90 people in marketing, production and sales.

The Betty Lou's product line is an extensive variety of snack offerings including all organic, all natural, corn-free, dairy-free, low fat, low-carb, vegan, wheat-free, kosher, and soy-free. The product line communicates the benefits of great tasting snacks with a high nutritional value for the health conscious lifestyle.

"We are fortunate that the stars all lined up—just as the need for more space became apparent—the perfect building came on the market," stated Jody Christensen of the McMinnville Economic Development Partnership.

Betty Lou's Inc. is completely moved in and fully operational. Recently, they announced a number of new certifications (i.e. gluten free facility) and business relationships (i.e. TV Personality Elizabeth Hasselbeck's New *NoGii Bars* - Gluten Free).

PROJECT STATS:

- 70 local jobs retained (2008)
- 20 new jobs created (2011)
- Purchased 94,000 sq. ft. building

RESOURCES:

- Governor's Strategic Fund
- Employer Workforce Training Funds
- Mid-Willamette High Performance Consortium
- Oregon Manufacturing Extension Partnership