



## **THE HISTORY OF BRIGHT HARVEST SWEET POTATO CO., INC.**

**WHO IS BRIGHT HARVEST SWEET POTATO COMPANY?** We are the largest processor of frozen sweet potato products in the United States. Our plant developed, perfected, produced, and sold the first ever Sweet Potato Patty. And what does that mean to you? It means we are the experts, it means when you have a question, it only takes one phone call to Clarksville, Arkansas to connect you to the most experienced individuals in the business. It also means consistency and stability, our plant has been producing quality sweet potato products in the same location for over 36 years.

### **HISTORY:**

- 1967** - The Clarksville, Arkansas Sweet Potato Plant began producing sweet potato products under the Kim's brand label in Clarksville Arkansas.
- 1982** - Chef Francisco purchases plant and brand label. Products now marketed under Kim's and Chef Francisco label.
- 1991** - Heinz/Ore-Ida purchases plant and brand labels. Products are now marketed under the Kim's, Bright Harvest and Ore-Ida labels.
- 1997** - McCain Foods purchased a big part of Ore-Ida Foods from Heinz and McCain Foods became responsible for the sales and marketing of Bright Harvest Sweet Potatoes.
- 1998** - Heinz begins to consolidate Ore-Ida functions into Heinz Pittsburgh and placed Bright Harvest Sweet Potatoes under, first the Weight Watchers Division and then, the Heinz Sales and Marketing group.
- 1999** - Kerr Industries purchases plant and brand labels. Thus, the beginning of the Bright Harvest Sweet Potato Company.

### **REMEMBER THIS KEY TO SUCCESS:**

**“Do one thing and do it better than anyone else”.**

**We do one thing, Sweet Potatoes, and we are the very best!**