

Heartland Food Products Group Announces Investment in New Beverage Manufacturing Equipment

New capability will expand private label offerings adding over 160 new jobs

INDIANAPOLIS, April 14, 2014 /PRNewswire/ -- Heartland Food Products Group, one of the world's leading producers and marketers of drink mixes and zero calorie sweeteners for consumer markets announces expansion in the beverage category by making a substantial investment in its Indianapolis state of the art manufacturing plant, adding over 50 new jobs next year and a total of 160 jobs over four years.

By investing in new technology and process, Heartland provides concept to customer solutions in the private label beverage category. *"I am excited to take the Heartland heritage of quality, speed to market and customer partnership into new markets. We have made substantial investments in both technology and people to drive success for Heartland and our retail partners. I am very proud that this will result in creating additional jobs in central Indiana."* said Ted Gelov CEO of Heartland Food Products Group. Heartland expects this process to be fully implemented in the second half of this year.

This investment for Heartland, long a leading supplier of drink mixes and zero calorie sweeteners to most major food retailers, closely follows significant vertical integration investment throughout the business. Heartland appreciates the support commitments from both Indiana and Indianapolis. The final expansion decision is contingent upon formal contract approval of the project.

About Heartland Food Products Group

Based outside of Indianapolis, Heartland Food Products Group is a global leader in the production of liquid beverage enhancers as well as zero calorie sweetener products for the retail market. Heartland produces and markets both private label and branded offerings in a wide variety of versions, flavors, and packaging formats. Visit Heartland at www.heartlandfpg.com.

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