



**For Immediate Release**

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Photos available

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**SugarCreek Debuts Custom Food Truck at Private Label Manufacturing Association Show**  
*Versatile Truck to Offer Live Food Prep Demos at February American Meat Institute Trade Show in Nashville*

**Cincinnati, OH:** What's 20' long, 8' high and can cook just about anything you want anywhere you want? It's the new, custom-built SugarCreek food truck that debuted at the Private Label Manufacturing Association (PLMA) Show in November in Chicago, IL.

The versatile truck's next stop will be at the American Meat Institute's Annual Meat Conference February 22-24 at the Gaylord Resort in Nashville, TN, where SugarCreek Corporate Chef, Head of Culinary Innovation Sean Daly will be giving live cooking demos and offering samples of SugarCreek's diverse line of ready-to-eat Sous Vide products. The truck will be located in the center of the trade show floor as part of one of the event's largest exhibits.

The one-of-a-kind food truck was customized from a Freightliner Truck chassis by SugarCreek employees. It is emblazoned with the company's new logo on both sides and the back door which opens vertically to feature a gas grill and large flat-screen TV.

Features include:

- A 55" stainless steel gas grill with a 6,000 cfm exhaust system for grilling on the trade show floor.
- Hydraulic lift, passenger-side doors that open to reveal a large wok, smoker, three-burner stove top and deep fryer to enable a wide variety of food presentations.
- Hydraulic lift, driver-side doors that open to reveal a drink center with hot and cold running water, built-in coolers and storage areas for folding tables and chairs.
- An 80" flat screen TV mounted above the grill with surround-sound stereo, satellite link and Blu-ray capabilities for a variety of onsite presentations including Chef Daly's cooking demos of SugarCreek's forthcoming Sous Vide line of products.

In addition to showcasing it at food industry trade shows, SugarCreek plans to use its new food truck for community events such as tailgating at football games and gatherings it sponsors in areas where its manufacturing facilities are located in Ohio, Kansas and Indiana.

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**Page 2: SugarCreek debuts custom food truck, will showcase it at AMI show**

“The versatility of our new food truck allows us to put our company’s best foot forward by taking our delicious line of products directly to our customers and community partners,” says SugarCreek CEO Rob Daly. “Its versatility also enables us to showcase our innovative product development capabilities. At the PLMA show, for example, Chef Daly was working directly with a sauce manufacturer on the trade show floor to illustrate what is possible when its product is combined with our ready-to-eat pork carnitas.”

**About SugarCreek**

SugarCreek is an innovative, diversified and flexible food manufacturer helping some of the industry’s largest and best-known companies develop brandworthy food solutions. SugarCreek’s authentic culinary expertise helps drive innovation, and our in-house expertise in everything from food trends and marketing to packaging and logistics makes the company an ideal partner for new product development – including bringing scale to Sous Vide. SugarCreek company employs 1,600 people in four – soon to be six– manufacturing facilities, and serves clients across the U.S. and internationally.

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(NOTE: More high-resolution photos of the SugarCreek food truck are available)



Photo caption: SugarCreek’s new custom-built food truck enables the company’s chefs to prepare samples of its growing line of ready-to-eat Sous Vide products and even offer new product development ideas live on the trade show floor.