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**Media Alert**

Photo/Video/Interview Opportunity

**Carnivore Meat Company hosts groundbreaking at 235,000-square-foot high-tech pet food manufacturing facility**

*New facility to bring 150 jobs to Green Bay’s new Grandview Industrial Park*

**VISUAL**

**On Monday, August 8, at 1 p.m.,** media is invited to a groundbreaking ceremony at the site of the future [Carnivore Meat Company](https://u7061146.ct.sendgrid.net/ls/click?upn=4tNED-2FM8iDZJQyQ53jATUUt8DckKi-2F3hueHQG-2BLCMrjG-2Ft2zoTULGeZSEpr680ZdZ8Hx_K1feiFd8YMK9qryLfqEIsl5aEdHa1kPEQYlrnyJeYCkHIROXjmgcOKuddxXuQnYWB-2BGmMi3gS8H3V80p5R7YSXYMYBMGXB0rlLuHph9RYh0slXM-2BAOyvTXmRfBoKH3VysnDiU3pNA3ojVn1ZnnH1EwcIHQPrpLHh7k-2FRfJncfm-2FqM2ZH3WliAN6zkLo0Vp-2FPKj7xIBJ4tnbpRL2SKG0-2FwxGTFgzPUrMyjx6Dw4zW4t-2BmGwddoQWO-2FcYFAckuvn1-2F4-2BqvPgIA8WLOi67iGzZ82ZTlSONvFXPP2nvXgP6Xyk-2B-2FdbOMWXyKy7N6fwrQXmwVvbv1DJekrn-2FBxLLdCCBb-2BfJ2puaul15gcS0R0B1IDP4-3D) headquarters. The new 235,000-square-foot facility will increase production capacity and will use modern technology to produce ultra-premium freeze-dried and frozen raw pet foods.

Media will be able to capture engaging footage at this event, including:

* Program with key stakeholders emphasizing the impact of Carnivore’s new facility to company, industry and local economy
* Josie, Carnivore CEO’s dog, will participate in the event
* National anthem and blessing provided by Celebration Church
* Sign unveiling to reveal the project design
* Ceremonial groundbreaking
* One-on-one interviews
* Renderings of what the new facility will look like

**ECONOMIC IMPACT**

Carnivore expects to employ an additional 150 people over the next five years to fill positions on the manufacturing floor, in high-tech automation and engineering positions, and corporate employees in the dog-friendly office. Carnivore will be the anchor tenant in Green Bay’s new Grandview Industrial Park and pave the way for future development.

**WHEN**
**Monday, August 8 from 12:30-2 p.m.**

* 12:30 p.m. – Event begins
* 1:00 p.m. – Program begins with national anthem and site blessing
* 1:45 p.m. - Sign unveiling and ceremonial groundbreaking
* 2 p.m. - Media interviews

*Media is encouraged to arrive by 12:45 p.m. to set up ahead of the program.*

**WHERE**

3757 Finger Road, Green Bay ([map](https://u7061146.ct.sendgrid.net/ls/click?upn=4tNED-2FM8iDZJQyQ53jATUeFIXaOPt55zXBicL4z5JSVp4vAjB7ySa5QelqnAP5sz1AieBDtxLJfxsU9g7mr-2FnSIv8mK47Oba9C1W3Ymobk-2BEjnK7pgrl9iEadgOCwn2qkQcGXqO33IoM38z9r44xMs1f-2F-2Fz6uCHLLQaSpFOf-2BqPnYyepn9LClkeYjzNJsjfwI-2B7GeND8qetwM0-2BRD1GOZiIsG3r7TMUsW64xh0GDM5t77F-2BmpjJArju1OtdVXPq-2FYVGK_K1feiFd8YMK9qryLfqEIsl5aEdHa1kPEQYlrnyJeYCkHIROXjmgcOKuddxXuQnYWB-2BGmMi3gS8H3V80p5R7YSXYMYBMGXB0rlLuHph9RYh0slXM-2BAOyvTXmRfBoKH3VysnDiU3pNA3ojVn1ZnnH1EwcIHQPrpLHh7k-2FRfJncfm-2FqM2ZH3WliAN6zkLo0Vp-2FPKj7xIBJ4tnbpRL2SKG0-2Fw3X7W7QDUx20xIOUT7yi240-2Bs9oHc-2Bzlf4GRroVSX0ed72L8aVE-2BKjUpRWipP6be4KmxNEU0BGt0TQZeFrCm-2FtDcorA0qbpDrch95x2zY6QPz95nU8ohqPZDgcX3gobZ6OEdqCx-2BA4UyynyjTnThFqc-3D))

* Enter the event by taking S. Grandview Road to Finger Road
* Parking will be available along Finger Road

**INTERVIEWS**

* Lanny Viegut, CEO of Carnivore Meat Company
* Carl Allegretti, President of Arbor Investments, a private equity firm headquartered in Chicago
* Neil Stechschulte, Development Director for the City of Green Bay
* Karl “Pudge” Schuh, Chief Executive of Schuh Construction

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**About Carnivore Meat Company**

Carnivore Meat Company is an award-winning manufacturer of premium frozen and freeze-dried raw pet food and treats. Located in Green Bay, Wisconsin, the company’s rapidly growing brands include: Nature’s Advantage®, Vital Essentials®, VE RAW BAR™, and Vital Cat®. The company also supplies co-manufacturing customers and provides private label products to key retailers globally. Carnivore has been awarded with the Wisconsin Manufacturer of the Year Award, Governor’s Export Achievement Award, and inclusion in the Inc 5000 Fastest Growing Private Companies. Learn more at [www.carnivoremeat.com](https://u7061146.ct.sendgrid.net/ls/click?upn=TeZUXWpUv-2B6TCY38pVLo9jFdtr3E1LvqWguxuwGKwgpTb3SFxhPfwmTk78yMPmpGUbGo_K1feiFd8YMK9qryLfqEIsl5aEdHa1kPEQYlrnyJeYCkHIROXjmgcOKuddxXuQnYWB-2BGmMi3gS8H3V80p5R7YSXYMYBMGXB0rlLuHph9RYh0slXM-2BAOyvTXmRfBoKH3VysnDiU3pNA3ojVn1ZnnH1EwcIHQPrpLHh7k-2FRfJncfm-2FqM2ZH3WliAN6zkLo0Vp-2FPKj7xIBJ4tnbpRL2SKG0-2Fw9UrqaObiyKt39hfR9-2BD9HUvi8MlKJ0etpwW87112ynIlMywkkPqdwCR9h3HRPVyItD-2B0-2BVWVhyCHiqejUz4AG4VcwWUvAW4L0p1lahWyRw5rTfi438mAwWcAIXAOlps0dbOhNmdLagL0v8VG2gc6mQ-3D) or visit Carnivore on  [Facebook](https://u7061146.ct.sendgrid.net/ls/click?upn=4tNED-2FM8iDZJQyQ53jATUb8Hzhz9hTfMErRs-2Fni8h9jE3ocXrTXC9ZOrOAHHNG18Wr-d_K1feiFd8YMK9qryLfqEIsl5aEdHa1kPEQYlrnyJeYCkHIROXjmgcOKuddxXuQnYWB-2BGmMi3gS8H3V80p5R7YSXYMYBMGXB0rlLuHph9RYh0slXM-2BAOyvTXmRfBoKH3VysnDiU3pNA3ojVn1ZnnH1EwcIHQPrpLHh7k-2FRfJncfm-2FqM2ZH3WliAN6zkLo0Vp-2FPKj7xIBJ4tnbpRL2SKG0-2Fwx-2Fg34-2F1guWuXzwthg5d5GMMWdOy-2B7JMjC4xbUx5hlXeV4OiPv5-2BpRUjNotGofcmb0L2sdvJjXTZBL25Haz7F7TV9bgH7u5Ku3H2TfVN2LCvZ5IRN6uFLj8xzhJ6a-2FKzYjy3-2FU8hhNVwOOR9EBCm9IM-3D).