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PRESS RELEASE

250,000 Cubic Foot Expansion Takes Ivanhoe into the 21st Century!

Ivanhoe celebrated its 130th Anniversary with the completion of a 250,000 cubic foot expansion to its facilities.

The third major expansion in the companies history is aimed at consolidating off its storage facilities and accommodating increases in the refining and processing capabilities of the company.

For more information see the following articles:

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Ivanhoe Cheese Inc. Expands Its Operations by Louise Livingstone



Ivanhoe Cheese Inc. has built a major expansion (seen on the left) to its factory at Ivanhoe, which will enable the company to centralize operations and diversify their products.

Centre Hastings Ivanhoe Cheese Inc. has put a major extension on to its factory at Ivanhoe." McKinlay noted that the Hastings County company now maintains its own manufacturing, processing, packaging, storage, distribution and laboratory facilities all under one roof." said executive vice president Paul McKinlay.

Ivanhoe Cheese used to store a lot of cheese elsewhere. The new building containing 250,000 cubic feet of space means everything can be centralized in Ivanhoe, all under one roof. Spry Construction, Belleville, is building it to very high specifications to meet all the Hazard Analysis Critical Control Point (HACCP) plant standards and thus maintain the factory's certification.

Manufacturing and marketing cheese is still the main thrust of Ivanhoe Cheese Inc. McKinlay explained that because the company is limited to the amount of cheese it can produce by the milk

quotas, it is expanding into related fields and developing ranges of products which use cheese as the raw material.

An example is the new award-winning Old Sharpe Cold Pack Cheese which has butter and cream mixed in with the traditionally made fine aged cheddar. Ivanhoe Cheese Inc. is also launching a range of Fresh Classics cheese sauces developed in Ivanhoe for the food service industry.

Markets for cheeses like Parmesan and Romano are expanding. These need drying and grinding and the new building has facilities for this, said McKinlay.

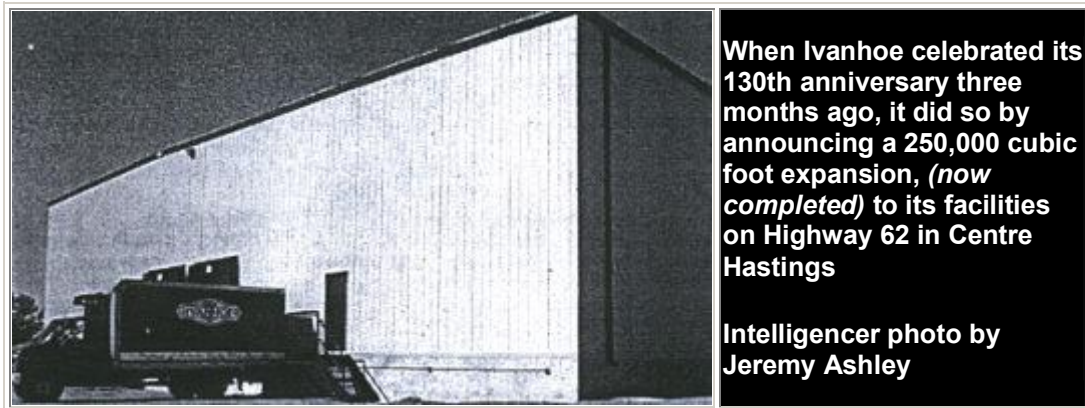
Ivanhoe Cheese Inc. is the oldest independent cheese factory in Canada. When Bruce Kingston and Paul McKinlay took it over in 1986 the factory made only 40-pound blocks of Cheddar cheese with a staff of 11. Now staff numbers 65, including both full-time and part-time and the company now produces more varieties of cheese than any other similar operation in Canada.

The employees work as a team," said McKinlay. "Cheese is a complex product and the company is dependent on the tremendous expertise of cheese makers such as Chris Spencer who is highly regarded in the industry for the many products he has created. " Ivanhoe Cheese respects the time renowned traditions of cheese making and argues this is why its products are so much better than others.

The factory store at Ivanhoe provides a direct connection with the consumer. "It is the face of the company," said McKinlay. "I can go out into the store and ask people about a new cheese or concept and get a response immediately without employing expensive consultants" McKinlay finished by saying, "The company has made a decision to be here for a while."

Ivanhoe Cheese Expands For the Future

By Jeremy Ashley, The Intelligencer



CENTRE HASTINGS - Three months ago, on its 130th anniversary, Ivanhoe Cheese decided to give itself a birthday present - a 250,000 cubic-foot expansion.

'Our business has developed quite strongly over the past few years," explained Paul McKinlay, executive vice-president of Ivanhoe Cheese, adding that the construction is now completed.

The move - the third expansion in the company's history is aimed at consolidating off-site storage facilities and accommodating increases in the refining and processing capabilities of the company, particularly as it pertains to drying and grating cheeses, he said.

"The thrust of our business has always been the manufacturing and refining of natural cheeses, and that's certainly not going to change. I think Ivanhoe has been a distinct cheese line because we adhere to the time honoured traditions of making cheese."

In continuous operation as a dairy co-operative since 1870, Ivanhoe Cheese was privatized in 1986.

"When we started back (in 1986) there were only about 11 employees and that included myself and Bruce," McKinlay said, making reference to company president Bruce Kingston.

"Now we're up to about 65 full and part time employees, and they are very much responsible for the success the company has enjoyed of recent date. We all work extremely well together as a team"

Under the direction of Kingston, Ivanhoe Cheese undertook its first major expansion plan in 1987, which resulted in not only the manufacturing of a number of traditional and non-traditional cheeses, the marketing operations to food service consumer and industrial sectors. "We probably produce more varieties of cheese than any operation of our kind in Canada." McKinlay noted that the Hastings County company now maintains its own manufacturing, processing, packaging, storage, distribution and laboratory facilities all under one roof.

"All facets of our operations are HACCP (federally-regulated Hazard Analysis Critical Control Points) certified and we are also approved to produce Kosher and Halal cheese."

Because the Ivanhoe Cheese factory was built on a hill facing Highway 62, when the decision was made to expand, it took "several hundred truckloads" of gravel and fill to level the surrounding area. "With this expansion, we now have about 800,000 kilos of cheeses in this building, and there are more rooms for drying and grating cheeses. I would have to think that we have one of the largest refrigerated facilities in the area."

New technologies in the cheese manufacturing, storage and grating processes will advance the development of the award-winning cheese company's newest product, Fresh Classics® - a range of ready to-use gourmet creamy cheese sauces.

After launching the new line only a month ago, Ivanhoe Cheese has already received our first orders for the product."

Despite its success in winning national awards earlier this year and international accolades in years past, Ivanhoe Cheese remains committed to its local roots in Hastings County.

"The first decision we made was to decide to stay here (in Ivanhoe). We are in this for the long haul, that's for sure.