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DATE: Tuesday, September 20, 2022



## **The Lubbock Economic Development Alliance Announces the Addition of Over 500 Jobs and More Than \$66M into the Lubbock Community**

(LUBBOCK, TX) – The Lubbock Economic Development Alliance (LEDA) announced the expansion of Tropicale Foods, adding 500 new jobs and \$66.8 million of capital investment into the Lubbock community during a press conference on Tuesday afternoon.

For over 20 years, Tropicale Foods has been serving up delicious, authentic Mexican frozen treats, becoming the no. 1 Hispanic Frozen Novelty Company in the US. Due to its continued growth, the company announced its expansion to Lubbock into a facility located at 1001 East 33rd Street, with construction underway, production slated to begin in Q2 2023 and hiring to commence in Q4 2022. The investment will be a significant boost to the local economy and create 500 new jobs and investing \$66.8 million into the Lubbock economy.

“We are very excited about the new facility and are grateful to the town of Lubbock for welcoming us into the community. This factory will support the production and distribution capabilities needed to excite and delight our customers and consumers all over the country for years to come” said Steven Schiller, Tropicale Foods’ CEO.

John Osborne, CEO and president of LEDA, is pleased with the developments taking place across the city that are creating opportunities for good paying jobs for the citizens of Lubbock.

“Today’s announcement comes at an exciting time of continued growth across the “Hub City,” said Osborne. “With the investments being made not only into our local economy, but also our food production industry, Lubbock continues to establish itself as a reputable location for CEOs and working professionals to consider when looking to relocate or expand their operations into a pro-business community.”

### **About LEDA**

Since its inception in 2004, LEDA has assisted 231 companies with their expansion or relocation to Lubbock. These companies committed to creating 11,205 jobs and investing more than \$2.2 billion in new capital improvements that have resulted in \$1.9 billion in value-added impact to the Lubbock area.

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