



FRITO LAY SUCCESS STORY

SNAPSHOT

The Situation

Frito-Lay announced in March 1996 that Jonesboro was chosen as the site of the company's first manufacturing plant and distribution center in Arkansas. At the time of the groundbreaking, company leaders expected to create about 700 plant jobs and provide almost \$4 billion of economic value to Arkansas over 10 years.

The Problem/Challenge

As Frito-Lay's only Arkansas-based site, the Jonesboro location today makes many of the site's core brands and continues to grow to meet demand – adding lines and new capabilities to serve more than 30 states nationally.

The Solution

In 2015, Frito-Lay announced another expansion that would help create about 30 new jobs and expand its facility by almost 80,000 square feet. The geographical engineering solution warehouse includes investment in "high technology distribution equipment" that will package orders and prepare them for shipment automatically when a retail customer places an order.

The Results

Currently, Frito-Lay's Jonesboro plant employs 790 full-time associates and produces more than 707 million bags of snacks annually.

Frito-Lay's success story in Arkansas began in March 1996 when the company announced Jonesboro was selected as the site of the company's first manufacturing plant and distribution center in Arkansas. At the time, the facility was expected to generate about 700 jobs and provide nearly \$4 billion of economic value to Arkansas over 10 years.

FAST FACT

The initial Jonesboro facility was expected to provide nearly \$4 billion of economic value to Arkansas over 10 years.

Construction on the initial 400,000-square-foot plant began immediately. Snacks produced at the plant included Lay's and Ruffles potato chips as well as Doritos and Tostitos tortilla chips.

Company officials said they chose Jonesboro because of the area's location and economy as well as the "strong work ethic and teamwork of Jonesboro and regional citizens." They credit those same reasons for their success almost a quarter of a century later.

"We continue to operate here for the same reasons we were drawn here initially," said David Allen senior director, Frito-Lay Jonesboro. "We cannot succeed without great people and a great employee base. Location also makes a difference. Our products are distributed nationally, and in Jonesboro, we enjoy proximity to interstate, rail and trucking. Another thing that is important to us is cost-effective utilities. We need to make sure we have reliable utilities, and the compressed natural gas station down the road gives us an additional advantage."

FAST FACT

Today's plant is classified as a "zero landfill," meaning the facility sends less than 1 percent of its waste to landfill and it is LEED certified.

Frito-Lay has undergone several expansions over the years. Today's plant is classified as a "zero landfill," meaning the facility sends less than 1 percent of its waste to landfill and it is LEED certified. Products produced include Doritos, Lay's, Cheetos, Tostitos Scoops, Munchies, and Ruffles. The company credits its partnerships on the local and state levels to its Jonesboro success story.

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FAST FACT

Frito-Lay credits its partnerships on the local and state levels to its Jonesboro success story.

“We have a lot of good partnerships at the city, state and chamber level,” Allen said. “The Jonesboro Chamber of Commerce and the City of Jonesboro have partnered with us through every expansion. The thing I really appreciate is that the city and chamber listen to us.”

Frito-Lay also partners with Arkansas State University in Jonesboro and ASU Newport, as well as the local high schools. The plant opens its doors to students in an effort to

educate them about misconceptions they may have about what it’s like to work in a modern manufacturing environment. Both the local high schools and colleges help construct curricula to ensure the students are better prepared for what today’s manufacturers need.

“We try to get involved on a number of different levels,” Allen said. “We partner with ASU by hosting senior design projects that give students an opportunity to work on projects here on site. But we’ve also been able to offer rewarding careers for people without college degrees. Anyone has the potential to make a great living and have a great life here.”