



FOR IMMEDIATE RELEASE

New Opportunity with General Mills

In April of 2011, Crescent was given the opportunity for the fall 2011 seasonal flow. Crescent will act as a buffer for the Sharonville, Ohio General Mills plant. The scope will encompass storing five items of Chex Mix for the seasonal build and distributing as the need arises. The program will run approximately seven months. This is a great opportunity for the Crescent team in building a relationship with one of the largest global food suppliers.

Crescent is a leading supply chain outsourcing service provider for consumer packaged goods and industrial manufacturing companies, specializing in the integration of manufacturer's front-end to back-end supply chain activities through innovative service solutions.

To learn more, please contact Crescent: 513-759-7000 ask for the Sales Department or email sales@crescentpark.com
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