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Goya Foods Opens Midwest Distribution Center in Bolingbrook, IL

On The Scene Delivers a Memorable Opening Celebration for 'La Gran Familia Goya'

CHICAGO, November 9, 2009 – To celebrate the opening of Goya Foods' new state-of-the-art distribution center in Bolingbrook, IL, On The Scene created a memorable event focusing on the rich tradition and heritage of the Goya Foods brand. Nearly 250 Goya employees, customers, and friends & family attended the ribbon-cutting ceremony at the 147,000 square foot facility. Upon arrival, guests were greeted with calypso melodies provided by the local Roberto Clemente High School Steel Drum Band. As guests made their way into the warehouse, a 'Canstruction' display-over 3,200 colorful Goya product cans stacked to spell 'Goya'-guided guests as they arrived. The food products on display were donated to the Greater Chicago Food Depository.

As guests entered the warehouse, a store isle display of the 1,500 Goya product offerings provided a rich and colorful atmosphere. The food products were arranged according to region- Caribbean, Mexico, Spain, Central and South America, highlighting the high quality products that have satisfied generations of customers for over 70 years. The stage backdrop consisted of stacked pallets of Goya products, configured around the stage to create an amphitheatre style environment for the various speakers and dignitaries. Erin O'Connor, the reigning Miss Illinois, sang a soaring a capella rendition of 'The Star-Spangled Banner'. As the ribbon was cut to officially open the warehouse, confetti cannons went off as the local Goya employees entered the room through a break-away banner adorning the Goya logo. The warehouse employees got the group on their feet, as they lead the guests into the warehouse loading dock, where lunch was served.

The loading dock was transformed into a vibrant celebration featuring the Latino neighborhoods that sell Goya products. Each buffet station was designed to represent the various regions that Goya represents-Mexican, Caribbean, South American, and Central American. Each 'vignette' featured colorful images of Chicago's rich Latino neighborhoods, while displaying regional Goya products and offering a tasty selection of traditional Goya recipes. A lively Spanish guitar duo provided background music, flamenco, classical and Latin American styles ranging from traditional to pop. Throughout the lunch, guests were invited to tour the warehouse and visit the functioning bean packaging operation.

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“Let me take this opportunity to thank On The Scene for an excellent job, the two events were great. Everyone is saying that they had never been to a Grand Opening like the one we had, fantastic.” said the General Manager of Goya Foods-Midwest. *“It was an absolute pleasure to work with Goya Foods on this significant milestone”,* said John Stachnik, General Manager, On The Scene, Inc. *“Our vision for this warehouse opening event was to present Goya’s passion for world-class Latino cuisine, while keeping to their roots as a family operated business. The event was a celebration of the hard work, dedication and commitment to excellence that Goya’s founders started over 70 years ago.”*

About Goya Foods

Founded in 1936, Goya Foods, Inc. is America’s largest Hispanic-owned food company, and has established itself as the leader in Latin American food and condiments. Goya manufactures packages and distributes over 1,600 high-quality food products from the Caribbean, Mexico, Central and South America. Goya products have their roots in the culinary traditions of Hispanic communities around the world; their combination of authentic ingredients, robust seasonings and convenient preparation make them ideal for every taste and every table. For more information on Goya Foods, please visit www.goya.com.

About On The Scene

Founded in 1969, **On The Scene** is Chicago’s award-winning Destination Management Company (DMC). The company offers a wide range of event management services designed to deliver world-class meetings & events for their clients. **On The Scene** is the only three time winner of the *Illinois Meeting + Events* magazine ‘Readers Choice’ award for Best DMC. **On The Scene** is a proud member of The Contact DMC Group (<http://www.contactdmcgroup.com>), the premier source for quality destination management services across North America and Puerto Rico. For more information about **On The Scene**, please visit <http://www.onthescenechicago.com>.

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