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GENERAL MILLS INVESTS IN MURFREESBORO MANUFACTURING FACILITY, MAJOR IMPROVEMENTS PLANNED

Murfreesboro, Tenn. (Dec. 15, 2021) – General Mills announced an investment in its Murfreesboro manufacturing facility today, securing their continued growth in Rutherford County, Tennessee.

“We are proud to make beloved brands like Yoplait and Pillsbury for consumers across the U.S. right here in Rutherford County,” said Dave Tincher, Plant Manager, General Mills Murfreesboro Plant. “Middle Tennessee, and particularly Rutherford County, continues to partner with employers on programs that benefit existing companies as well as attract new companies to drive growth in the region. This investment will allow our Murfreesboro plant to remain competitive in the marketplace.”

The company will invest \$65 million at the facility with a focus on technology and equipment improvements. This investment will also help the plant’s operations become more efficient to meet increased consumer demand.

“General Mills has been an incredible corporate citizen in Murfreesboro for many years, providing high-paying jobs, responsible environmental stewardship and committed community service,” said Mayor Shane McFarland. “We are honored that the worldwide company is making a significant reinvestment in our growing community.”

“With production facilities around the world, we are pleased that they chose to reinvest in Murfreesboro,” said Bill Jones, chairman of Destination Rutherford. “General Mills commitment will ensure that we will keep 1,000 well-paying jobs and the resulting tax revenue in our community.”

About General Mills

General Mills makes food the world loves. The company is guided by its Accelerate strategy to drive shareholder value by boldly building its brands, relentlessly innovating, unleashing its scale and being a force for good. Its portfolio of beloved brands includes household names such as Cheerios, Nature Valley, Blue Buffalo, Häagen-Dazs, Old El Paso, Pillsbury, Betty Crocker, Yoplait, Annie’s, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2021 net sales of U.S. \$18.1 billion. In addition, the company’s share of non-consolidated joint venture net sales totaled U.S. \$1.1 billion.

About Destination Rutherford

Since its inception in 2002, Destination Rutherford has been the leader in economic development in Rutherford County and continues to focus on increased tourism and new business attraction, retention and expansion, and developing critical workforce development programs.

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