THE J.M. SMUCKER Co

NEWS RELEASE

The J.M. Smucker Company Breaks Ground for Simply Smucker's

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New Retail Venture to Add to Ohio Tourism and Economic Development

ORRVILLE, Ohio, Aug. 10 /**PRNewswire**/ -- Marking the 101st anniversary of The J.M. Smucker Company (NYSE: SJM.A and SMJ.B), ground was broken today for Simply Smucker's, the company's new retail store. During the event, Paul and Tim Smucker -- grandson and great grandson of founder Jerome M. Smucker -- used ceremonial spades to break ground on the 32-acre site, located near the intersection of Routes 57 and 30, just south of Orrville, Ohio.

When the 5,000 square-foot Simply Smucker's store opens in Spring, 1999, it will carry over 350 products from Smucker's family of brands, including Knudsen, Dickinson's and Lost Acres. It will also offer quality gift items and related merchandise.

Other features of the store include:

- Displays depicting the company's 100 year history
- A 29 foot handcrafted apple press
- Six areas (Jellies, Jams and Preserves; Beverages; Dessert Toppings; Condiments; Kids; and Gifts)
- Ample parking for cars and buses
- Timber frame construction from White Oak Timbers

Located in what is known as "the gateway to Amish country", Simply Smucker's is in an area that ranks

among the top 10 tourist destinations in the United States. The region boasts visits by over 2.5 million people each year, who come to learn about the Amish way of life and sample the food and crafts of the region.

In keeping with the area's rural flavor, the Simply Smucker's store will be reminiscent of a turn-of-the-century barn. The barn will be a timber frame structure with White Oak timbers from Riverbend Timber Framing Inc., in Blissfield, Michigan.

Development of the branded retail concept for Simply Smucker's was provided by the Columbus, Ohio office of Fitch Inc., an international design consultant. Fitch is known for its work with many of the country's top retailers, including Reebok, Chrysler, and Barnes & Noble.

Architects from the Akron, Ohio-based firm of Peterson-Raeder Incorporated Architects will oversee construction of the store. Fred Olivieri Construction Company of North Canton, Ohio will handle the construction of Simply Smucker's.

Long-term Smucker's employee, Vickie Limbach, will manage the store. Limbach joined the company in 1977 as a Home Economist, after receiving a Masters Degree in Food and Nutrition from The Ohio State University. For the past ten years, she has been Manager of Corporate Communications, responsible for the company's external communications programs.

The J.M. Smucker Company is the nation's leading manufacturer of jams, jellies and preserves. Employing nearly 2,000 worldwide, the company also produces dessert toppings, fruit syrups, natural peanut butters and beverages. The J.M. Smucker Company offers its products in more than 60 countries.