



Prime Choice Foods A Rural Business Success

Prime Choice Foods is owned by Jose and Maria Robles Gomez and the Gomez Family Limited Partnership, RLLP. Mr. and Mrs. Gomez were previously associated with Anita's Mexican Foods Corporation, which is located in San Bernardino, California. Anita's Mexican Foods is recognized for its full line of organic corn based snacks and shells, including a wide variety of fried and baked tortilla chips, taco shells, and tostada casera. The Anita's manufacturing plant is "Certified Organic" and "Kosher Certified".

Prime Choice Foods was formed in October 2000 and began manufacturing "made with organic" tortilla chips in the former Terry's Snack Food plant in Bristol, Virginia in August 2001. Sales have grown very rapidly (\$1.5 million in 2002 to \$13 million in 2006), and the storage capacity of the Terry's facility was found to be vastly inadequate to accommodate the volume of chips presently being produced.

In October 2006, Mount Rogers Planning District Commission in Southwest Virginia approved a \$150,000 ultimate recipient loan to Prime Choice Foods from its Intermediary Relending Program revolving loan fund provided by Rural Development. This \$150,000 investment leveraged \$1,850,000 in other funds obtained from the Virginia Governor's Opportunity Fund, Virginia Tobacco Indemnity Fund, City of Bristol, and First Bristol Bank. The purpose of the loan was to acquire an existing commercial warehouse for storage and distribution of snack foods and to provide corporate office space for a growing company.

Prime Choice Foods has begun production of private label products for Kroger, Ahold USA, Supervalu, and Publix Super Markets. New customers which will drive sales growth include Food City, Wegman's Food Markets, Wal-Mart/Sam's Club and Costco Wholesale. Prime Choice is also developing its own in-house brand of chips named GO-MEX.

According to Mr. Gomez, Prime Choice Foods is the second-fastest growing Hispanic-owned business in the U.S. At the time of loan approval there were 35 employees with an additional 35 positions to be created once the project becomes fully operational.