

1926



2016

Mt. Olive Pickle Company, Incorporated



# 90 YEARS

## A PROUD MILESTONE

Mount Olive Pickle Company, Inc. was formally organized on January 2, 1926. Few companies can boast a 90-year history. But for the 13 shareholders present in S.L. Warren's office that January day, the meeting was an inauspicious convergence of business and civic enterprise. They founded a pickle company to create a market for local farmers, believing its success would benefit the local economy.

Little could those original shareholders envision the fruits of their endeavor 90 years later. Mt. Olive Pickle today carries the name of its hometown to all 50 states, and in 2016 Mt. Olive is the best selling brand of pickles, peppers and relishes in US grocery stores.

Even as it has worked to achieve its position as the leading national brand, it has remained true to its original proposition. For nine decades Mt. Olive Pickle has served as a mainstay in the economic well-being of its community. It has done so by focusing on the ultimate goals that are closer to home: to produce an excellent product, to provide a fair return for its shareholders, to be a progressive, compassionate employer, and to remain a valued corporate citizen in the community.



# THE EARLY YEARS ~ A MODEST BEGINNING



**1924-1925**

A Lebanese immigrant from nearby Goldsboro, Shikrey Baddour, decides to help local farmers dispose of their excess cucumbers. Enlisting the help of George Moore and I.F. Witherington, Mr. Baddour buys the cucumbers and brines them with the idea of selling them to other pickle companies. When not enough buyers are found, plans begin for a packing operation in Mount Olive.



**1926**

January 2, 1926, Mount Olive Pickle Company, Inc. is formally organized. H.M. Cox, Sr. is named president. George Moore becomes the factory superintendent, and Shikrey Baddour is hired to lead sales.

**1926**

The board purchases one acre of land from farmer J.A. Westbrook for \$1,000. This acre is part of Mt. Olive Pickle Company's site today.

**1926**

The company is incorporated on February 25 with 21 individuals who agree to purchase \$15,000 in capital stock. By year's end, Mt. Olive has 37 shareholders and \$19,500 in capital, and it packs 6,250 cases, most under the brand name Carolina Beauty.

**1928**

Board President I.F. Witherington is hired to manage the company as secretary-treasurer. D.K. Kornegay takes his place as president. Total sales for the year are \$50,944 and the cash balance on hand as of April 1 is \$1,317.

**1931**

Harry Kraft leaves a Heinz pickle plant in Michigan to join Mt. Olive as plant manager. The plant now employs eight to 15 employees and the hourly rate is 25 cents. Dr. J.W. Wilkins is named president.



Goldsboro to enlist George Moore of Castle Hayne to help him build brine tanks on South Center Street and fill them with the excess cucumbers. He then tried to find pickle firms willing to buy the brined cucumbers, but to no avail.

Local Mount Olive businessmen saw great promise in Mr. Baddour's idea and decided to start a pickle company of their own. "Everybody depended on the farmer," said H.M. Cox, Jr., whose father was shareholder and bank president H.M. Cox, Sr. "Anything that helped the farmer, helped business."



In the beginning, cucumbers were taken from the vats to nearby tables, where old coffee pots were used to pour syrup into jars.

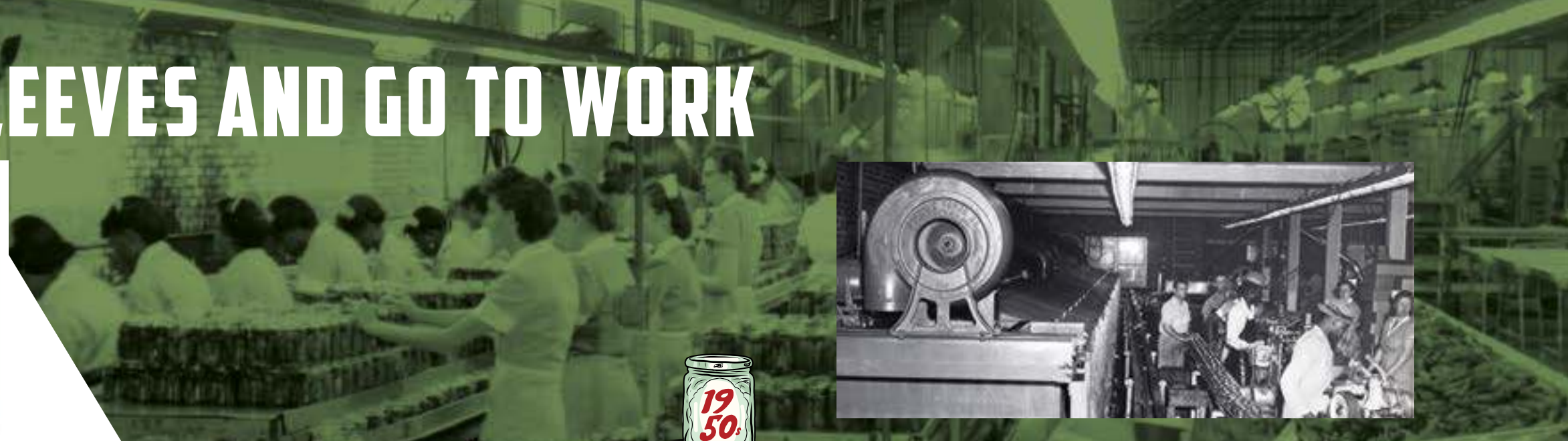


# THE SHAREHOLDERS ROLL UP THEIR SLEEVES AND GO TO WORK



The business people – a collection of merchants, physicians, produce brokers, banking and insurance executives – established the company in 1926, offering shares of stock to Mr. Baddour and Mr. Moore in exchange for their original investment. That first board of directors named H.M. Cox, Sr. as president and hired Mr. Moore as the plant manager and Mr. Baddour as the salesman. In 1928 the board hired board President I.F. Witherington as secretary-treasurer. In that role, Mr. Witherington ran the company until his death in 1955. For most of that time, he did so from his insurance office downtown.

The directors could regularly be found in the factory doing menial tasks for which they



**1942**

Breaking the half-million dollar mark, net sales increase 50 percent from the year prior, to a total of \$706,875.

Dr. C.C. Henderson is named president.

**1943**

The company invests \$5,799 in a new profit sharing program for its employees, making Mt. Olive Pickle one of the first 200 companies in the U.S. to do so.

**1944**

Mt. Olive Pickle lengthens its “green season,” increasing production of fresh pack items due to the development of new cucumber acreage. This strategic accomplishment is credited to R. B. Butler, field manager for the company.

**1953**

The scripted Mt. Olive logo, designed by Owens-Illinois Glass Company, debuts on all company brands at the time. These included Carolina Beauty, Way Pack, Little Sister, Little Rebel, Pick of Carolina and MOPICO, among others. The new scripted logo is the predecessor of the Mt. Olive flag logo introduced in 1967, which is still in use today.

**1955**

I.F. Witherington, who had led Mt. Olive as secretary-treasurer since 1928, passes away after complications from surgery. John Neal Walker, hired by Mr. Witherington in 1950, is tapped by the board of directors to lead the company.

**1959**

Committed to the Mount Olive community since its modest beginnings, Mt. Olive Pickle launches its Employees Community Fund to help fund charities and other non-profit organizations in the area. The program starts with approximately \$1,000 and is governed by an employee committee.

couldn't yet afford a labor force. Teddy Cox Murray, daughter of Mr. Cox, remembered her father getting up after supper and announcing that he had to join the other directors back over at the pickle plant to glue labels on jars.



## THE SOUTHERLAND FAMILY

If working at Mt. Olive has a family feel, perhaps it's because so many families work here, and have for decades. Take the Southerland women, who have all worked in Packing. Daisy Southerland was here from 1949 to 1972. Her daughter Inez would eventually become the first African-American Packing Department supervisor, retiring in 1985. Inez's daughter Mary Joyce retired in 2001 after 17 years of service, and Mary Joyce's daughter Wynona has been here since 1998. They represent the generations of families whose strong work ethic have helped make Mt. Olive a great company and brand.





# A PASSIONATE COMMITMENT TO ITS PICKLE PEOPLE

Over time, Mt. Olive Pickle earned a reputation for its commitment to its people. When it implemented a profit-sharing plan for its employees back in 1943, it was one of the first in the country to do so. In the late 1950s, the company launched a tuition reimbursement program for employees who wanted to further their education. Today, a company-wide wellness program and an aggressive safety initiative – Carolina STAR – firmly establish a culture of employee health and safety at Mt. Olive Pickle.



**1962**

The National Pickle Packers Association names John N. Walker as its president.

**1963**

S. L. Warren is named president of the company.

**1966**

Gross sales break the \$5 million mark. Under a reorganization of the board of directors, L.G. Geddie is named chairman of the board, and John N. Walker becomes president.

**1968**

The 4,000-year-old secret of how fermentation works inspires controlled fermentation studies at Mt. Olive Pickle. The research is led by Dr. Jack Etchells of the USDA's ARS Food Fermentation Lab and Lloyd Hontz of Mt. Olive Pickle. The results in 1973 improved fermentation methods used throughout the pickle industry.



**1969**

Mt. Olive is the first food processor in the United States to use high fructose corn syrup in place of sugar in the preparation of its products.

**1970**

E.J. Pope, Sr. is named chairman of the board.

**1972**

B.E. Bryan is named chairman of the board.

**1974**

Gross sales reach the \$10 million mark.



**1979**

William S. Wilkins is named chairman of the board.



**1984**

Efficiency and productivity escalate following the installation of the first computerized production equipment. Over the next two decades, all production equipment in the plant is upgraded and automated.

## TRUE TO ITS ROOTS

With its beginnings as a true "community stock proposition," as Mr. Witherington described it in 1928, Mt. Olive Pickle stayed true to its roots. During the economic recession of the mid-1970s, the Town of Mount Olive found itself in a cash crunch. To help, the company – the largest taxpayer in town – volunteered to pay its taxes early. "The town was in a bind," said John N. Walker, who led the company from 1955 to 1990.

The company's support of community endeavors goes back decades. In operation since 1959, the Employees Community Fund in 2016 alone distributed \$133,575 to 48 area nonprofit community organizations. In all, Mt. Olive Pickle provides more than \$750,000



I.F. Witherington, when he discovered a double payment on an invoice, to a young John N. Walker: "The company is doing all right and all, but not well enough to pay invoices twice."



in financial and product contributions annually. Beneficiaries include organizations from the University of Mount Olive to youth recreation leagues and volunteer fire departments, United Way of Wayne County and Habitat for Humanity of Goldsboro-Wayne.

\$750,000



# A BOLD BRANDING MOVE PROVES REWARDING



Like most regional pickle companies of the day, Mt. Olive packed a variety of brands, and by the 1950s Mt. Olive's most popular brand was Carolina Beauty. Under the guidance of John N. Walker, the company began the gradual consolidation of all of its products under the single Mt. Olive brand, one of the first pickle companies to do so. The Mt. Olive script logo first appeared in 1953, and by 1967 the company introduced the familiar logo that



**1985**

Gross sales break the \$25 million mark.

**1986**

Having owned and maintained its own fleet of trucks, Mt. Olive moves to full-service leasing.

**1988**

Dr. W. A. Potts is named chairman of the board.

**1990**

John N. Walker retires as president and is honored by the board as president emeritus. Bill Bryan, who joined Mt. Olive Pickle in 1985, is named company president.

**1993**

For his significant contributions to the pickle industry, John N. Walker is awarded the Silver Shadow Award by Pickle Packers International.

**1994**

Serving yet another avenue for charitable giving by the company, the board of directors creates the Mt. Olive Pickle Company Foundation. Bill Bryan is elected President of Pickle Packers International.

**1996**

The Corner of Cucumber & Vine becomes official when the Town Board of Mount Olive renames the portion of Witherington and North Center Streets within the company property.

Monthly production now exceeds one million cases for the first time ever.

**1997**

The first English-Spanish interpreter is hired to support a growing influx of Hispanic employees. By 2006, Hispanic employees made up approximately 20 percent of the company's workforce.

**1999**

Mt. Olive opens its new, 170,000-square-foot Distribution Center.

**2001**

75,002 cases are shipped in a single day on April 18, a new record. (Ten years prior, that number of cases would signal a good week.)

Mt. Olive Pickle is the first company to make pickle products sweetened with SPLENDA® with the debut of its No Sugar Added line of sweet pickles.

continues to grace our labels. This single, distinctive, identifiable brand proved easier to promote with customers and consumers alike. It also laid the foundation for the company's launch as a national brand decades later.



# ON THE CORNER OF CUCUMBER AND VINE

While business-focused and civic-minded, Mt. Olive Pickle includes one other vital ingredient in its approach – humor! Its pickles are packed at the Corner of Cucumber and Vine, an address that was first uttered aloud by H.P. Stowe in the 1960s and made official in 1996 when the Mount Olive Town Board of Commissioners renamed the intersection. Each New Year's Eve at precisely 7 o'clock midnight (7 p.m.) the company lowers a glowing three-foot pickle to the cheer of thousands. Corporate décor is whimsical pickle art created by local high school students each year at the North Carolina Pickle Festival. Favorite giveaways are the legendary "scratch 'n sniff" pickle stickers, and the gift shop offers everything from pickle ornaments to pickle golf putters.



When Ruth Parker and her sisters were little girls, her parents bought a share of Mt. Olive Pickle stock for each of them. W.P. and Lilly Martin used the dividend checks to teach their daughters tithing and saving. Today, Ruth's daughter Margaret Ann Parvin sits on the board of directors and continues her grandfather's downtown business, W.P. Martin Store. While many shareholders today are three and four generations removed from the founders and may or may not have physical ties to Mount Olive, a deep sense of pride in the company's success remains. "We're fortunate because we have a group of shareholders that understands the heritage of the company, and they believe in it," said Bill Bryan, executive chairman.

\$25,000,000



# THE END OF AN ERA



Mt. Olive's tradition of over the road trucks started in 1939, when Harry Kraft purchased the first delivery truck. While the black and white photo did not disclose it, the truck was actually red in color. Over the years Mt. Olive's distinctive, sassy-grass-green trucks – and their drivers – continued to advertise the company on our highways up and down the Eastern Seaboard.

But by late 2008, the company had determined that the decline of backhaul opportunities for glass meant that the 10-driver fleet was no longer economically feasible to continue. The fleet was officially disbanded on February 27, 2009.



2001

Drew Moore is named chairman of the board.

2002

Ed Borden is named chairman of the board.



2003

The Carolina STAR Award, the highest honor awarded by the NC Department of Labor for effective health and safety management, is awarded to Mt. Olive Pickle and its employees.

The company introduces tamper-evident banding on its products.

2004

The year marks the end of a five-year consumer boycott of Mt. Olive when the Farm Labor Organizing Committee and the NC Growers Association sign a labor agreement. FLOC, a Toledo, OH labor union, had called the boycott in 1999 in an effort to organize migrant farm workers in North Carolina.

Mt. Olive purchases five cucumber-harvesting machines in April to launch a mechanical harvest program in North Carolina. It receives its first mechanically harvested cucumbers later that summer.

2005

Mt. Olive products are now distributed in 45 states, including California and Hawaii.

2006

The NC Pickle Festival, organized by the Mount Olive Area Chamber of Commerce, celebrates its 20th year.

2006

The Employee Community Fund awards its first employee scholarships to Blake Waters, Valeria Stevens, and Tara Mobley.

David Weil is named chairman of the board.

2007

picklePAKS, the first pickle product offered in single serve cups, is launched along with another industry first – the inverted squeeze bottle for relish.



2008

Branded sales rank No. 1 in the US pickle, pepper and relish category for two consecutive reporting periods.

Mt. Olive debuts on the national Food Network show "Unwrapped."

Bill Byrd is named chairman of the board.

# WE WILL REMAIN INDEPENDENT

Growth through the 1990s became crucial to the company's survival as the climate of corporate consolidations and mergers impacted virtually every American business segment. This was evident in the pickle industry as many of the country's smaller pickle companies simply began to disappear. While one of the best-selling brands of pickles in the Southeast, Mt. Olive was still only a regional pickle company with distribution in just a handful of states. ***"We decided that if we wanted to remain independent, we had to grow larger,"*** said Bill Bryan, who took the helm as president in 1990. What followed was an aggressive strategy to expand Mt. Olive's distribution and sales. Led by Executive Vice President Bobby Frye, Mt. Olive's sales team successfully extended Mt. Olive's reach



*"Our drivers have represented us well on the public highways and at our customers' warehouses,"* President Bill Bryan said at the time. *"They have carried themselves, and our company name, with good humor, dependability, and a strong sense of pride."* Today, Mt. Olive's products are picked up from our distribution center and delivered by our customers, or by third-party carriers. Our fleet of local trucks continues to carry bright, colorful Mt. Olive graphics – rolling billboards still.

When anyone asked longtime Maintenance Superintendent Ray Joyner how things were going in the plant that day, his reply was always, "What have you heard?"



to national proportions. Today, new markets, innovative products and packaging, and superior customer service remain the key elements in the company's continued growth.





# IN THE SPOTLIGHT



Over the years, Mt. Olive's products could be spotted in movies and television shows. "Click," an Adam Sandler comedy, comes to mind, and fans of TV's reality show "Jersey Shore" watched as Snooki regularly purchased, and ate, her favorite Mt. Olive Kosher Dills. Mt. Olive made its official national TV debut in November 2007 on the legendary television game show "The Price is Right." (The contestant who won the game that included our picklePAKs would go on to win the car.) The Food Network came calling shortly after, and production of our Bread & Butter Chips was featured in an episode of "Unwrapped" in 2008. Mt. Olive and its products would go on to be featured in three more "Unwrapped" episodes in 2008 and 2009, as well as on another Food Network show



## 2009

Mt. Olive's over-the-road truck fleet is retired.

Ollie Q. Cumber replaces Mr. Crisp as the official company mascot.

Mt. Olive is certified as a Safe Quality Food (SQF) facility. SQF is designed to bring

consistency to third-party audit standards, and to enhance food safety and quality.

Malcolm T. Murray, Jr. is named chairman of the board.

## 2010

After 40 years of its two-toned paper labels, Mt. Olive rolls out pressure sensitive labels sporting a fresh, sophisticated new look.

President Bill Bryan is recognized by the National Association of State Boards of Accountancy (NASBA) with its Center for the Public Trust's Being a Difference Award.



"How'd that Get on My Plate" and History Channel's "Made to Eat." In 2015 and 2016, the camera crews returned again. Mt. Olive's Pepperoncini production was featured in an episode of "Food Factory USA" on the FYI Television Network, and "Unwrapped" returned in 2016 to feature production of our Simply Pickles Bread & Butter Chips.

Selling Mt. Olive pickles has been a Frye family affair for over eight decades. Birdie Frye Robinson, or "Mrs. Birdie," came to work for Mt. Olive in 1933, leading the company's southern sales until her retirement in 1976. Her son Bob would become national sales manager and is still with the company after 63 years. Her grandson Bobby came to Mt. Olive sales in 1981 and was executive vice president before he was tapped as president and CEO in 2015. Bobby's son Robbie is currently on the sales team in Gastonia. The company "has been good to me and to the Frye family," said Bob, "and we hope the foundation laid down by Mrs. Birdie will remain in place for decades to come."

# AN UNWAVERING INNOVATIVE SPIRIT



Controlled fermentation studies, led by N.C. State researchers in the USDA ARS Food Fermentation Lab and conducted at Mt. Olive in the late 1960s, improved cucumber brining methods throughout the industry. During that same time, the company was the first food manufacturer to use high fructose corn syrup instead of sugar. Years later it became the first pickle brand to produce pickle products sweetened with the no calorie sweetener SPLENDA®, and the first to offer pickles in single serve cups.

More recently, Mt. Olive began using calcium chloride as a fermentation agent rather than salt, which has been used as a food preservative for centuries. Once again working with the ARS Food Fermentation Lab, in 2011 Mt. Olive began to carefully ferment pickles with

## 2011

The Distribution Center adds another 138,000 square feet, doubling its size and capacity for an additional 1.6 million cases.

Wellness for Life, an employee wellness program that rewards employees for healthy behaviors, is launched.

Mt. Olive adds items made with Sea Salt to the product line.

Bill Bryan is elected president of Pickle Packers International, his second term.

## 2012

Mt. Olive now has distribution in all 50 states with its entry into Safeway and Albertsons stores in Washington and Oregon.

Mt. Olive mourns the passing of John N. Neal Walker, president emeritus of the company.

## 2013

Phil Denlinger, Mt. Olive's ag procurement manager is named President of Pickle Packers International.

calcium chloride. By 2016 the company was producing hundreds of thousands of cases of calcium chloride product. Already used by Mt. Olive as a firming agent, calcium chloride is more environmentally friendly than salt, as its waste can be used a soil enhancer. And, its use enables Mt. Olive to cut the amount of salt discharged into its treated wastewater.

In keeping with this focus on innovation, the company consistently upgraded its equipment and facilities, embracing new technologies to keep pace with customer demands. Such improvements over time have enabled the company to not only remain competitive, but to set the industry pace by improving efficiency and productivity.





# STEPPING ONTO A BIGGER STAGE

With its entrance into markets in the Pacific Northwest in 2012, Mt. Olive claimed distribution in all 50 states for the very first time. It was a sign of the sales momentum that the company carefully established in its latest decade. To smooth its transition into new markets on the West Coast, Mt. Olive developed fresh, more sophisticated labels in 2010 – the first comprehensive overhaul of its labels since the late 1960s. It also continued to seek new customers and to expand product lines among existing customers, in part through product innovations. Responding to consumer demand, the company unveiled Diced Jalepenos, fresh deli relishes, items made with Sea Salt, items made with sugar (marking its return to sugar over high fructose corn syrup), and a new line of



## 2013

A number of projects, in planning throughout 2013 and continuing into 2014, significantly change the layout of the production areas. The Line 6 relish line is straightened and stretched into the finished goods department to make room for an additional pasteurizer for Line 1, the

hand line. A 3,600 square foot onsite glass warehouse is under construction.

Construction also begins on a 77,000 square foot addition to the distribution center, this time to make room for two new production lines.

Faison Hester is named chairman of the board.

## 2014

Mt. Olive is featured in a National Geographic video news article regarding its groundbreaking use of calcium chloride as a fermentation agent.

## 2015

For the first time since 1990, Mt. Olive announces a change at the helm. President Bill Bryan is named executive chairman of the board, and Executive Vice President Bobby Frye becomes the new president and CEO. Chairman Faison Hester is named vice chairman and lead director.

# MANAGING THE TRANSITION TO A LARGER ROLE

To help manage the growth and increasingly complex operations, Mt. Olive reorganized its leadership in 2015. President Bill Bryan was named executive chairman, and Chairman Faison Hester was named vice chairman and lead director. Executive Vice President Bobby Frye was tapped as president and CEO – the first change in leadership in 25 years. Mr. Frye, with 34 years' experience with Mt. Olive, had led the company's sales and marketing over the last two decades.

Other senior management additions occurred in 2015 and 2016 to provide greater oversight and accountability in the areas of technical services, human resources and ag procurement.



## 2015

The company buys the Mount Olive Shell Building from Wayne County and converts it to warehouse space. The building is named the John N. Walker Warehouse.

## 2016

By the end of the 2016 fiscal year in April, Mt. Olive had produced a record 150 million jars, or 15.4 million cases.

Mt. Olive purchases the former IMPulse NC and Triangle Spring facilities for warehouse and storage, bringing holdings to 150 acres

and 1.1 million square feet of warehouse and production space.

The Simply Pickles line, featuring fewer, select ingredients, is launched. These non-GMO products with distinctive labeling use sea salt, sugar instead of high fructose corn

syrup, and turmeric in place of FD&C Yellow #5.

The new Line 10 at the Distribution Center goes into service in June.



products, Simply Pickles, made with fewer, select ingredients. Sales growth propelled the need for ever-expanding manufacturing and warehouse space, and by 2016 the company owned 1.1 million square feet of space spread over 150 acres. That same year the company staked the top spot in sales in US grocery stores – the food trade. It still trailed its biggest competitor slightly in branded pickle, pepper and relish sales in the multi-outlet category, which includes stores that sell general merchandise in addition to groceries.

## THE ANSWER IS "DILLS"

Mt. Olive made the New York Times Sunday Crossword Puzzle on November 1, 2015 with the clue "Mt. Olive offerings."



Dr. Fletcher Arritt from N.C. State was hired to lead technical services, which includes quality control, and Phil Denlinger and Don Heisey were elevated to vice presidents in their respective areas of ag procurement and human resources. Dan Bowen, vice president of finance and chief financial officer, became executive vice president, and Greg Smith, director of sales strategy and category management, was promoted to executive vice president of sales. Rounding out the executive staff in 2016 was Chris Whitley, vice president of manufacturing.

*"We believe these changes in our senior leadership team positions our company to better meet the challenges of operating in what has become a very complicated food manufacturing environment,"* said President Bobby Frye.

# 150,000,000





1940 Directors Dinner, from left, back side of table, Rubineal Witherington, I.F. Witherington, Kate K. Lewis, W.K. Lewis, Plant Manager Harry Kraft, Margaret Kraft, Dr. C.C. Henderson, Virginia Warren Hepler, S.L. Warren, Frank English Cox, H.M. Cox, Sr., Lilly Martin, W.P. Martin.

# 1926 SHAREHOLDERS

S. Baddour	Royal Kornegay	L.J. Perry	J.W. Wilkins
H.M. Cox	W.E. Lewis	E.J. Pope	Kenneth W. Wilkins
English & Oliver	Effie Martin	John A. Royal	William S. Wilkins
L.G. Geddie	Jesse W. Martin	Louis Sherman	James H. Williams
C.C. Henderson	W.P. Martin	M.O. Summerlin	Boyd Wilson
G.F. Herring	R.A. McLean	S.A. Thompson	Mrs. I.F. Witherington
John King	H.C. McPhail	S.L. Warren	Whitehurst & Witherington
R.A. King	F.R. Mintz	J.W. Wells	
Kate Jackson Knowles	A.B. Moore	J.A. Westbrook	
D.K. Kornegay	G.H. Moore	Eva J. Wilkins	

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# LOOKING TOWARDS A CENTENNIAL CELEBRATION

## PHOTO KEY

**Page 2:** I.F. Witherington, left, and George Moore. Bottom right, Julian Acree at his buying station in Littleton. **Page 3:** Shikrey Baddour, top. Bottom left, cucumber trucks with Harry Kraft, 1952. **Page 4:** Top left, shareholders Dr. C.C. Henderson and L.G. Geddie with Birdie Frye Robinson, 1940. Bottom right: 1969 retirees Catherine Edwards, Esther Hobbs Whitfield, Matthew Bryant, Daisy Southerland, Claritha Lamb, Bobbie Jean Artis (partially hidden) Rossie Battle, Cora Solice. **Page 5:** Pasteurizer-labeling machines, 1947, with Lloyd Hontz, left, Walter Goodson, Alice Earl Elliott, John Elliott, Dick Pill, and far right, Helen and Louise Atkinson. Bottom left, Mary Dell Rhodes, Miss Sweet Pickle 1952. Bottom right, Lillian Weeks.

**Page 6:** 1947 Packing Room, Mary Catherine Leonard, Mattie Faison. Bottom, truck drivers, early 1960s – Secretary-Treasurer John Walker, Plant Manager Ben Parker, Louis “Boots” Odom, Willie Strickland, J.C. Williams, Rodney Baker, Tiny Weaver, Red Howell. **Page 7:** Top left, young Kay Flowers, the model for the 1950s Little Sister label. Top right, Latney “Doc” Pittard presents a retirement gift to Mrs. Margaret Kraft, with June Langley, right, H.P. Stowe, back left, Mina Waller, Billy Woodall, Sarah McGee Emerson Cox, 1962. Bottom left, the Acrees – Leon, Julian, Brantley, Milton. Bottom center, Samuel Garner, Vann Best, Arthur King, 1970. Bottom left, office Christmas party 1982, Annette B. Swinson, Elizabeth Burroughs, Lou Faulk, foreground Nina Goodson, background Peggy VanVoltenburg, Gail Sutton. **Page 8:** John Walker, top. Bottom left, Vic Beverage, Larry Graham, 1997. Bottom center,

Jackie Wells, Joyce Hamilton, Annette B. Swinson, Doris Bryant, 1980. Bottom right, John Walker, Bill Bryan, 1993. **Page 10:** Truck drivers, 2008, President Bill Bryan, Darrel Chapman, Elmore Hardison, Jeff Sasser, John Hargrove, Dallas Byrd, Randy Jackson, Charles Keene, Milton Williams, William Earl “Bean” Cottle, Craig Langley, Transportation Superintendent Mike Rackley. **Page 11:** Top, Dallas Byrd, 2007; Bottom, Denise Carlton Clarke, 2006. **Page 12:** “Unwrapped” production crew with D.J. Hardison, Martha Flores, 2016; Packing Room, Gregorio Hernandez, Satina Swain, Fausto Bartolon. **Page 13:** 2010 Board of Directors, front, Bill Bryan, Malcolm T. Murray, Jr., back, Judson Pope, Faison Hester, Lee Borden, Margaret Ann Parvin, Bobby Frye, Walter Pelletier, Frank Holding, Jr. **Page 15:** 2015 Walker Warehouse Ribbon Cutting, from left, Mount Olive Chamber Chairman Willis Brown, Wayne

County Economic Alliance Director Crystal Gettis, Mount Olive Mayor Pro Tem Joe Scott, Executive Chairman Bill Bryan, Lea Walker, Ann Walker, President Bobby Frye, Wayne Commissioners Chairman Wayne Aycock, Goldsboro Mayor Chuck Allen. Bottom, James Johnson. **Page 16:** Below, Lillian Weeks.



In its 90th year, Mt. Olive Pickle stands in a virtual tie with its primary competitor as the number one brand of pickles, peppers and relishes across all US outlets. It broke production records with 15 million cases produced in fiscal year 2016. Its physical footprint in the community is at its largest ever – 1.1 million square feet of manufacturing and warehouse space across 150 acres. The possibilities for continued growth through innovation, new markets, private label, and higher penetration in existing markets all loom large as Mt. Olive approaches its centennial in 2026.

But success at Mt. Olive continues to be measured in more than simply sales, market share, and numbers. It’s found in the deep and abiding relationships nurtured with shareholders, employees, customers, and community. While much has changed since 1926, Mt. Olive’s core values remain the same.

*“We want to give our shareholders a fair return on their investment while being a great place to work,” said Bobby Frye, president and CEO. “We want to give our customers innovative products with superior logistics. We want to be good stewards of the community where we live and the environment where we operate. All of these things will continue to drive what we do well into the future, just as they have for the past 90 years.”*





Corner of Cucumber and Vine • P.O. Box 609 • Mount Olive, North Carolina 28365