



Economic Development Division
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Business. Life. Balance.

FOR IMMEDIATE RELEASE

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CLUBS CHOICE FUNDRAISING EXPANDING OPERATIONS

EAU CLAIRE, WI – [Clubs Choice Fundraising](#), a brand division of Choice Products USA, is proud to announce the opening of a cookie dough manufacturing operation in Eau Claire. The company is leasing a 13,000 square foot building from Huntsinger Farms south of Eau Claire on Highway 37.

Choice Products USA, located at 3421 Truax Court in Eau Claire, is nationally recognized for its quality food and gift item products which are sold to raise funds for schools and nonprofit groups. The company employs over 350 people in its peak season. The new cookie line will create initially ten jobs, growing to around 30 over the next couple years.

Richard McHugh, CEO, says that the decision to open the cookie dough line in Eau Claire was based on the quality of the labor force and the business cost savings due to being near their existing Eau Claire facility. Glenn McHugh, Vice President, stated that their goal is to be manufacturing two million boxes of cookie dough by the end of the second year of operation.

According to the McHughs, “Choice Products is a big believer in Wisconsin and we appreciate the support we have received in the past from the City of Eau Claire.” They received approval for a \$250,000 loan from the Regional Business Fund to help with start-up costs of the new cookie dough line.

Clubs Choice Fundraising expects the new line to begin production in May 2013. For further information on Clubs Choice Fundraising or Choice Products USA, contact Richard or Glenn McHugh at 715-833-8761 or www.clubschoicefundraising.com.

About the Economic Development Division:

As a division of the City of Eau Claire, our mission is to grow local businesses, facilitate expansions, and recruit outside businesses to locate in Eau Claire in order to increase quality of living, add well-paying jobs and grow tax base.

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