

Bay State Milling

Where change cultivates opportunity.

FOR IMMEDIATE RELEASE

Contact: Donna Reiser
Company: Bay State Milling Company
Phone: 617-328-4400
Email: donnar@bsm.com

BAY STATE MILLING COMMITMENT TO HEALTH AND INNOVATION CONTINUES WITH THE OPENING OF THE ROTHWELL *GRAINESSENTIALS* CENTER

Company Dedicates Innovation and Applications Center to Bernard J. Rothwell, 2nd

Quincy, MA (November 16, 2011) – Bay State Milling Company officially opened its innovation and applications center located at its company headquarters in Quincy, Massachusetts, to a gathering of shareholders, community and civic leaders, senior management and company associates. Dedicated to the late Bernard J. Rothwell, 2nd, former President of the Company, the facility will be known as the Rothwell *GrainEssentials* Center: Where Grain Based Solutions Grow.

At the dedication, Bernard J. “Buck” Rothwell, III, Chairman, and Brian G. Rothwell, CEO, fondly recalled their father as an innovator. He was an industry leader in establishing destination milling, a manufacturing strategy in which a company locates its mills near the markets served rather than among the wheat fields. Investing in this concept allowed Bay State to differentiate itself from its competitors in the 1960’s. Brian Rothwell commented, “My father was fastidious about quality, differentiation and innovation. His commitment to these business principles remain the inspiration and spirit that drive us forward even today, as evidenced by the creation of this center. He would have been proud of this investment.” Buck Rothwell noted, “The center is the epitome of what Dad would have wanted—service to the customer, the employees and the community.”

Building on the company’s reputation for milling excellence, The Rothwell *GrainEssentials* Center further solidifies Bay State Milling’s role as a full-service supplier-partner. The center is designed around functional stations and will support applied innovation through the understanding of market needs and the development of commercial solutions. While the center’s state-of-the-art equipment and experimental mill will allow for the development of products from conception straight through to product application, its style reflects the company’s desire for customers to feel at home and visualize how their products will be used and consumed.

The center also serves as the focal point for Bay State’s product applications team. Skilled in both food science and culinary disciplines, the team has in-depth knowledge of grain functionality and the talent to formulate new products aimed at the needs of the consumer. Locating the team within the corporate headquarters will provide a greater ability to transfer ideas into grain-based customer solutions by allowing for continuous cross-functional communication between senior management, R&D, quality assurance, marketing and sales.

Peter F. Levangie, President & COO, comments, “Though part of a bigger history and tradition, the official opening and dedication of the Rothwell *GrainEssentials* Center marks an important milestone for our strategic development. It is a tangible reminder that our commitment to our values of creativity and quality and to our core purpose of developing affordable and healthy food ingredients for consumers is alive and well.”

The center and its team when combined with Bay State’s Nutrition Science Advisory Council and the recently expanded capabilities at its Winona, Minnesota, mill positions Bay State Milling to bring forth grain-based solutions that will play a vital role in helping to improve the diet of the American consumer.

Bernard J. Rothwell, 2nd

Bernard J. Rothwell, 2nd, was the third generation of the Rothwell family to head Bay State Milling Company. Committed to learning every aspect of the business from the bottom up, he began work at the Company in the mills during summer breaks as a student. He entered the company full-time as a salesman in 1946, following his release from military service and earning a degree from Dartmouth College. Progressing to regional sales manager and executive assistant to the president, while earning his MBA from Harvard in 1955, he was elected as Bay State’s President in 1959 and Chairman of the Board in 1974. Following his retirement, he remained actively involved in the company serving on its Board of Directors until his death in 2003.

About Bay State Milling Company

Bay State Milling has proudly provided exceptional flour and grain-based products since 1899. The company has a strong health and wellness focus and a commitment to be a leader in grain-based foods through investments in employees, specialty flour milling and custom blending capabilities. For more information on Bay State Milling, visit www.baystatemilling.com or call 1-800-553-5687.

###