



Press Release – For Immediate Release

## From (and To) Paris (TX), with Love (and a \$25M project with 350 jobs)

*Marketing Prowess of Industrial Realty Group (IRG) of Los Angeles, CBRE delivers new buyer, jobs, economic vitality to shuttered bakery plant in Paris, TX*

**Five months ago, IRG bought Sara Lee plant, with adaptive reuse development in mind. With marketing partner CBRE Food Facilities Group, buyer James Skinner Baking Co. emerges. New deal, announced today with Texas Governor’s office, unveils \$25M revitalization project. Approximately 350 of the 600 jobs lost will be restored at 350,000-SF revitalized facility.**

[PARIS, Texas ~ Dec. 20, 2012] In a departure from its standard modus operandi – and that’s a very, very good thing, in this particular instance – the team from Industrial Realty Group LLC ([www.irg.cc](http://www.irg.cc)) of Los Angeles, in conjunction with its marketing partner CBRE, has brought their combined national/international marketing prowess to bear in major fashion with today’s announcement that the James Skinner Baking Co. will purchase the former Sara Lee plant in Paris, Texas. A press conference with Texas Gov. Rick Perry was held today at the facility, 2020 19<sup>th</sup> Street Northwest in Paris.

Tom Messmer, vice president of special projects for Industrial Realty Group (IRG), cited a litany of infrastructure improvements that helped reposition the 350,000-square-foot facility on 89 acres, purchased by IRG in July of this year. Sara Lee closed it in December 2011.

“What we concentrated on was doing a nice job repurposing the facility, with a specific focus on marketing the property to baking companies and similar users,” Messmer said. “In conjunction with the Food Facilities Group at CBRE, specifically the Dallas-based team of David Sours, Kevin Kelly and Lucy Durbin, we are proud to announce a deal that is expected to restore 350 of the 600 jobs lost when Sara Lee opted for closure last year.”

The original IRG plan, per usual for the Los Angeles-based specialist in development and adaptive reuse, was to purchase the facility, and market various segments of the property to potential buyers, developing the plant’s six production lines as an industrial mall with multiple users.

Although the option to sell equipment inside the plant at auction was discussed, in order to better position the facility for end-users and facilitate manufacturing purposes, IRG and its CBRE marketing partners were able to successfully sell the project to James Skinner Baking Co. of Omaha, NE ([www.skinnerbaking.com](http://www.skinnerbaking.com)), benefitting both the town of Paris, Texas, and plant employees.

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“IRG/CBRE Team Sells Texas bakery: From (and To) Paris, with Love, a \$25M project, and 350 jobs”  
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