

Business park getting ready for a corporate headquarters

SPECIAL TO THE CHRONICLE

Davidson Craven is developing a new building in Winston-Salem's Westpoint Business Park that will house the corporate headquarters and production facility for Red Clay Gourmet Pimento Cheese as its first tenant. The new 115,000-square-foot Class A warehouse building will be located next to a Hanesbrands distribution center on Annapolis Drive at Clemmons Road and is projected to be finished in early 2019.

Davidson Craven's capital partner on the project is Skylark Partners of Austin, Texas.

Red Clay will occupy 21,000 square feet of the new facility. Upon completion, Red Clay will move all its headquarters and production operations from its current 4,800-square-foot facility and office located on Blue Rock Court just off U.S. 421 to the new location in Westpoint Business Park.

Davidson Craven has

selected CBRE/Triad as leasing agent for the building, which has 94,000 square feet remaining available for lease.

"The west Winston-Salem industrial submarket is very healthy and has seen no meaningful development of Class A Warehouse space in many years," said Jonathan T. Smith of Davidson Craven. "We are excited about providing Red Clay a headquarters consistent with the company's high-quality product line and offering new best-in-class warehouse space to an area that has long served many of the most important businesses in Forsyth County."

"This project is located on the last significant development site in Westpoint Business Park, a well-established cornerstone of the Forsyth County industrial market," Smith added. "The west Winston-Salem industrial submarket is home to such companies as Hanesbrands, BE Aerospace/Rockwell Collins, Foothills Brewing, Salem Baking, South



Submitted photo

This is an artist's rendering of how the new headquarters for Red Clay Gourmet Pimento Cheese will look when it's complete in 2019.

Atlantic Packaging, and JDL Fastrack."

Since its beginning in spring 2010, Red Clay Gourmet has grown from a menu offering at founders Lance and Michele Sawyer's restaurant to a full line of pimento cheeses sold at retail. Red Clay Gourmet prides itself on three main distinguishing factors – flavor, texture, and quality – and is

available in four flavors: Classic Sharp Cheddar, Hickory Smoked Cheddar, Flame Roasted Jalapeño and South Meets East Sriracha.

"We are thrilled to be working with Davidson Craven to develop our new home in the Westpoint Business Park," said Michele Sawyer of Red Clay. "We have enjoyed immense growth in recent

years – Red Clay is now sold in more than 1600 retail locations across 42 states including Alaska. Our new facility will help us better serve our current customers and allow for us to have ample space to support our growth."

Red Clay Gourmet Pimento Cheese can be found at many Triad area retailers including select Lowes Foods,

Summerfield Farms Market, Let it Grow Produce, Bestway Grocery, 421 Market and Grill and Canteen Market & Bistro. For more information on Red Clay Gourmet Pimento Cheese visit redclaygourmet.com.

For more information on Davidson Craven Capital, visit davidsoncraven.com

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From left to right: Twana W. Roebuck, ESR Executive Director, Thomas Loyd, Liberty Hardware Employee and his wife, Talaya Loyd, former ESR employee.

Liberty Hardware grant program taps ESR

SPECIAL TO THE CHRONICLE

Liberty Hardware, a business unit of Masco Corporation, has given out \$75,000 in charitable donations this year to nonprofit organizations focusing on diversity and inclusion in the workplace, including Experiment in Self-Reliance.

The donations are part of Masco's Million Differences campaign, an initiative in which Masco Corporation, through its business units, is allocating \$1,000,000 of its philanthropic funding in 2018 to support organizations across the country that are working to break down barriers to diversity and inclusion in America's corporate workforce through education or career resources.

Liberty Hardware's grants have benefitted a range of organizations local to its employees in North Carolina and Chicago, ranging from women's career services to educational opportunities aimed at students of color. The full list of beneficiaries includes:

- *NCCJ of the Piedmont Triad
- *Experiment in Self-Reliance
- *The Women's Resource Center of Greensboro
- *YMCA of Northwest North Carolina (Black Achievers and Latino Achievers Programs)
- *Junior Achievement of the Triad
- *The Jerry Long Family YMCA/Latino Community Services Program
- *Guilford College (The Bryan Lecture Series)
- *Junior League of Greensboro
- *Children at the Crossroads Foundation
- *Marwen
- *CARA Chicago

Employees have also been encouraged to directly engage with these nonprofits and their missions, whether by attending sponsored lectures and conferences, volunteering as mentors, or attending lunch and learns to grow their knowledge of the organizations.

For information about how you can become involved with our new partner organizations, contact Jennifer Shoffner (jshoffner@libertyhardware.com).