



FOR IMMEDIATE RELEASE

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Brown & Haley Candy Co. Celebrates 100 Years of ALMOND ROCA® with Grand Unveiling of Iconic Neon Clock Sign

TACOMA, WA – Sept. 8, 2023 – Brown & Haley Candy is thrilled to announce the Celebration of the 100th Birthday of its most famous brand, ALMOND ROCA®. This momentous occasion will take place on October 10th, 2023, at 11 a.m., right outside the historic Brown & Haley Candy factory located in Tacoma, Washington.

As part of the Centennial Celebration, Anne Haley, the current Chairman (and granddaughter of founder JC Haley), will unveil the newly rebuilt 9-foot by 9-foot historical neon clock sign. This iconic ALMOND ROCA® clock has been an integral part of both Brown & Haley's history and the Tacoma community for over 80 years. It was temporarily taken down earlier this year as part of a building upgrade, and its return symbolizes a powerful reconnection to the brand's rich heritage.

"We are immensely proud to have reached this milestone in ALMOND ROCA's history," said John Melin, President & CEO at Brown & Haley Candy. "The ALMOND ROCA brand has delighted the taste buds of generations and become a symbol of confectionery excellence worldwide. Our historic neon sign serves as a beacon of ALMOND ROCA's enduring commitment to quality and tradition."

Members of the media, the local community, and ALMOND ROCA enthusiasts are invited to join us for this joyous occasion. Witness the unveiling of the sign, experience the rich history of ALMOND ROCA®, and celebrate a century of sweet success with Brown & Haley.

EVENT DETAILS: Date: October 10th, 2023, Time: 10:00 a.m. PST Location: Brown & Haley Candy Co. Factory
Address: 110 E. 26th Street, Tacoma, WA Website: www.brown-haley.com Ceremony to start at 11 a.m. PST

This celebration promises to be a memorable event, and we encourage you to share the story of ALMOND ROCA® with your audience. For media inquiries or to RSVP, please contact Kathi Rennaker at (253) 620-3000 or krennaker@brown-haley.com subject ALMOND ROCA Celebration.

About Brown & Haley Candy Co.: Founded in 1912, Brown & Haley Candy Co. has been a purveyor of fine confections for over a century. The company's flagship product, ALMOND ROCA, has become an internationally beloved brand known for its exquisite taste and quality. Brown & Haley remains committed to its heritage of crafting premium confections that bring joy to people worldwide.

Note to Editors: High-resolution images are included in email or available upon request.

Photo of John Melin, Photo of Anne Haley, Photo of Kathi Rennaker, Photo of Neon Sign, Lifestyle Image of ALMOND ROCA®, Photo of ALMOND ROCA® Beauty Shot