

PRESS RELEASE

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Kernersville Woman to Speak in Slovakia on Start-Up to Scale-Up U.S. Companies

Kernersville, NC - On Nov. 23-25, Jenny Fulton, Chief Pickle/Executive Officer of Miss Jenny's Pickles in Kernersville, NC will travel as a guest of the European Commission to Bratislava, Slovakia, to speak at the most significant event for small and medium-sized enterprises (SMEs) in Europe. Slovakia, serving its term as the presidency of the Council of the European Union, called upon Fulton to share her American small business success story to Europe's SMEs and entrepreneurs. Success, for Fulton, grows from passion, and thinking "outside of the jar."

"Knowing that 95 percent of the world's population lives outside the United States, I decided that exporting would be crucial to our success," says Fulton. "We have been exporting for five years now, with pickles going to China, Canada, and Europe. Today, we continue to look for new markets, bringing our products to customers all over the world." With overseas markets currently accounting for 5-10 percent of sales, Fulton says she plans to bump international sales to 20-30 percent by adding two to four new markets per year.

Miss Jenny's Pickles began in Jenny's church kitchen in 2009, soon outgrowing the space and moving to the Winston-Salem YMCA before finding its pickle headquarters in Kernersville. Jenny's commitment to her pickle commerce is immeasurable. At the end of 2010, Miss Jenny's Pickles were in 50 stores. By 2011, she had increased to 250 stores and had started exporting to China. By 2012, 900 stores were carrying Miss Jenny's Pickles, and the awards started rolling in, both professionally in the food industry and personally for her work in the community.

By 2013, her success had attracted political attention. Jenny was invited to testify in front of a Congressional Subcommittee on behalf of the United States Chamber for exporting and small businesses. In April, she was invited back to Washington D.C. to introduce Vice President Joe Biden at the Ex-Im Bank Conference. Jenny has peddled her pickles on the cable shopping network giant QVC eight times. She has participated in the International Food Show in Hong Kong and been a guest speaker at over 50 functions in two years.

<http://www.missjennypickles.com/>