

**From:** [John Ritner](#)  
**To:** [Herbert Shannon Jr](#)  
**Subject:** Statement from John Ritner (Pinnacle Foods Co) for City Council Hearing Tuesday June 22  
**Date:** Tuesday, June 15, 2021 10:02:51 AM

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Hello Herb,

I attempted to get representation at the council hearing but was unable. As I am still unable to attend I have prepared the following statement.

“Hello, I apologize I am not able to attend today. My name is John Ritner, my brother and I started our small business called Pinnacle Foods Co in Missoula, Montana last year cooking, packaging, and selling freeze dried meals for camping, backpacking, etc. Earlier this year my family decided to move back to our hometown of High Point to raise our two young boys around their grandparents. We moved our business into 1701 Westchester dr in the kitchen that used to be Canterbury’s restaurant. This kitchen had been unoccupied for 12 years and the owners agreed to wall off the dining room from the kitchen to create two separate units. We operate our small business in the 3,200 sq foot kitchen which is large for us and we hope to grow into our space. Our facility does not have a storefront as all of our sales are done online. We hope to begin selling product wholesale as well in the future which is the the reason for my request. With the addition of wholesale sales, the zoning department is viewing our operation as minor manufacturing. If approved, we will be able to grow our business and hope to create a few jobs and do what we can to impact our community in a positive way. We are excited to join the rapidly growing community of small businesses in High Point!

Because we have no storefront, and only receive one food order per week, we have little to no negative impact on our neighbors.

Thanks so much for your consideration, if you are considering denying this request, I ask that you delay my case so that I may be able to attend to answer any questions you may have.

Thanks,

-John Ritner”