

Reich Brothers and Rabin Worldwide Conduct Liquidation and Auctions of Hostess Brands' Assets and Real Estate Across the US

New York, San Francisco - Reich Brothers, in partnership with Rabin Worldwide, will conduct a series of sales of the remaining assets and factories of Hostess Brands throughout the month of March. The large-scale auction will feature more than 2,000 lots from 12 bakeries and storage locations, as well as the sale of six real estate properties in Peoria, Illinois; Dolton, Illinois; Tolleson, Arizona; Rocky Mount, North Carolina; Morristown, Tennessee; and Bluefield, West Virginia.

Online offerings open March 1, 2017, with auctions closing the week of April 3, 2017; the two companies will conduct a coast-to-coast equipment sale online, which can be found at rabin.com/buy/Auctions-Liquidations.aspx and reichbros.com/sale-event/flowers-bakeries/. Two live auctions will be hosted in Ogden, Utah, and Rocky Mount, North Carolina.

Reich Brothers, which acquires turnkey manufacturing plants and provides for the bulk purchase of equipment packages and monetization through the auction sale process, and Rabin Worldwide, an international industrial auction and real estate company, partnered to purchase the equipment and multiple Hostess plants that remained intact, but idle, from a 2012 liquidation sale.

“The real estate properties available for purchase are in established or burgeoning industrial markets, making them prime locations for manufacturers,” said Adam Reich, Co-CEO of Reich Bros. “We look forward to helping usher in new industrial tenants that will create jobs and stimulate the economies of each of these geographical areas.”

Richard Reese, CEO of Rabin Worldwide, notes, “The legacy of the Hostess Brands is positively affecting the sale of these goods. We have interest from buyers across the United States, and as far away as Brazil. We’ve included unique baking equipment, such as a Twinkie packaging line. Our live auctions in Ogden and Rocky Mount are a prime opportunity for bidders to see exclusive snack cake lines.”

Items featured include:

- Dough mixers, flour handling equipment
- Bread & bun make-up and packaging lines
- Snack cake, donut production machinery
- Ovens, proofers, coolers, panning systems
- Pan, lid, and product conveyor
- Stainless tanks, kettles, pumps, pipework
- Boilers, air compressors, chillers, ice makers

Hostess Brands ceased operations in 2012; the once-vast empire employed 22,000 workers across more than 40 bakeries, under numerous brand names including Twinkie, Wonder Bread, Nature’s Pride, Butternut Breads, Dolly Madison, and more.

About Rabin Worldwide, Inc., visit www.rabin.com

About Reich Brothers Holdings, LLC, visit www.reichbros.com

Source: Rabin Worldwide

