

Austin Douglas, Communications Director

Phone: 254-747-9074

Email: adouglas@holeyawesome.org



FOR IMMEDIATE RELEASE

Holey Awesome Donut Company set to open new plant in Tuscaloosa

SEATTLE, Sept. 17, 2025—Holey Awesome Donut Company, currently the largest packaged dough- nut distributor, will help provide relief to the community’s unemployment rates by creating 700 new jobs in Tuscaloosa. The company is set to begin construction on their new plant at the end of October.

Twelve cities across Florida, Georgia, and Alabama all submitted proposals to be considered for the new factory in the Sun Belt region. Holey Awesome chose Tuscaloosa due to the city’s desirable loca- tion and the willingness of city officials to build near the plant.

“We are so excited that Holey Awesome Donuts has recognized the potential in the city of Tuscaloosa and is bringing a new industry into our town,” Ed Roblard, Tuscaloosa mayor, said.

Unemployment in Tuscaloosa is 16%, slightly above the state average. In addition, the current largest employer in the city is planning to lay off half of its workers next quarter.

“We believe that the future of America, like its past, lies in small towns like this. We want to be an integral part of this community and make it just as prosperous as it should be,” Sarah Catalina, Holey Awesome Donut Company CEO, said.

The company won The Seattle Times award for best tasting donuts in 2023 & 2024. Construction on the \$8 million doughnut factory is slated to begin at the end of the month. The plant should be in full operation in June, just nine months after construction begins.

About Holey Awesome Donut Company: Since 1990, Holey Awesome Donut Company has been churning out beautiful breakfast treats. From our humble beginnings in Seattle, we are now the largest packaged doughnut distributor in the Northwest. We package and deliver eight flavors of delicious doughnuts. Holey Awesome won The Seattle Times award for best tasting donuts in 2023 and 2024. We pride ourselves on our community connections and impact.

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