



City of Franklin

From the Desk of  
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## **FOR IMMEDIATE RELEASE**

### Mayor John Nelson Expresses Disappointment in the Departure of Strauss Brands

FRANKLIN, WI., (June 6, 2024) – With the news of Strauss Brands moving production from Franklin to an Illinois-based processing facility, Franklin Mayor, John Nelson, reacts with disappointment but states, “The writing was on the wall.”

“During my years as city alderman, I’m aware of the amount of work and attention Strauss Brands received from Common Council,” said Nelson. “After their 2019 failed attempt to open the meatpacking plant in Milwaukee, Strauss looked to expand in Franklin. The community that I represented as an alderman and now mayor, said loud and clear that the development in the proposed location was not welcomed.

In fall of 2023, Strauss divested a division of its company, which meant 127 lost jobs in Wisconsin, mostly Franklin, so it was obvious the group was going through restructuring.

I certainly appreciate the years Strauss Brands called Franklin home and I wish them luck. But now it’s time to open our city to established companies that are looking to invest in our community and amazing people. Franklin is open for business,” said Mayor John Nelson.

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