



#FamilyGrown for 3 Generations

FOR IMMEDIATE RELEASE

June 12, 2018

Contact: Anna Eason

Email: anna@sunbursttrout.com

Sunburst Trout Farms Celebrates 70 Years and #NationalRainbowTroutDay August 2nd

Family Grown. Sustainable. Quality

Waynesville, NC June 12, 2018: Sunburst Trout Farms is celebrating 70 family grown years in business, and 55 years in Haywood County as well as the first ever #NationalRainbowTroutDay on August 2, 2018. Founded in 1948 by Dick Jennings Jr. in Cashiers, NC, Sunburst began as Cashiers Valley Trout Farm, and was the first commercial trout farm in the southeast. As the operation grew larger he looked to Haywood County for its clean water and inviting locals. In 1963 he moved the production of trout to Canton, right below Lake Logan, and changed the name to Jennings Trout Farm. The hatchery side of the business stayed in Cashiers until 1985.

After years of steady growth going from stocking to production Sunburst transformed itself once again to Sunburst Trout Company with the arrival of Dicks daughter, Sally and her husband Steve, to the business. When the third generation took the reins of the farm it was time to evolve to the name you see today, Sunburst Trout Farms. Today the third generation, Wes and Ben Eason, are now owners and manage the farm, their sister, Katie Hughes, runs the Sunburst Market at 180 N. Main St in Waynesville.

3rd Generation owner Wes Eason said, "It's a privilege to be a part of the 3rd generation of family ownership. I am so grateful for the road that was paved by my grandfather Dick Jennings, and my parents Steve and Sally Eason, and can only hope to continue the long tradition of producing rainbow trout products that we can all be proud of." His brother and 3rd Generation owner Ben Eason added, "I am proud of what my grandfather started so long ago, and I hope to keep the business going for many years to come."

Starting with only a few employees and a dream Sunburst now has over 25 employees and is the second largest trout farm in NC. Focusing on family grown, sustainable, quality Sunburst is able to deliver rainbow trout fillets, cold smoked trout, hickory smoked trout, trout jerky, award winning rainbow trout caviar, trout sausage, and more to over 400 restaurants, grocers, and specialty food stores across the contiguous US.

To coincide with the 70th Anniversary we introduced #NationalRainbowTroutDay on August 2nd to honor our founder and the strides he made in the world of rainbow trout farming. You can also join us August 2nd for a ribbon cutting and celebration at our processing facility in Waynesville.

Sunburst Trout Farms is a 70 years young artisanal, third generation family grown farm located in picturesque Haywood County, North Carolina. Sunburst is focused on sustainability, from the animal husbandry and feed, to day-to-day operational protocols such as 100% utilization of product and composting, never using hormones, antibiotics, or animal by-products in the feed. The farm produces more than a dozen exquisite trout products, from fresh and smoked fillets to value-added products such as hickory smoked trout dip, award winning rainbow trout caviar, jerky, and even non-trout products like pimento goat cheese. Find Sunburst Trout Farms on Facebook, Twitter, and Instagram, watch our whole story on [YouTube](#), and see Sunburst's full range of products at sunbursttrout.com.

Family Grown. Sustainable. Quality.

###