

Purple Crow Brings Job Growth and Opportunity to Winston-Salem with New Facility Opening

Ribbon cutting ceremony on June 11, 2025, marks expansion at 1001 Reynolds Blvd, boosting local employment and economic momentum.

WINSTON-SALEM, NC, UNITED STATES, June 11, 2025 /EINPresswire.com/ -- [Purple Crow](#), a leading Hispanic grocery distributor along the East Coast, is proud to announce the grand opening of its new headquarters at Whitaker Park in Winston-Salem, NC.



Purple Crow New Building

The company invites news and other media to cover the ribbon-cutting event on Wednesday, June 11, 2025, at 5:00 pm at 1001 Reynolds Blvd, Winston-Salem, NC 27105.

“

This isn't just a ribbon-cutting—it's a turning point." "We're proud to celebrate with our community of vendors, customers, and employees who have made this incredible moment possible."

Dan Calhoun President of Purple Crow

Abasto Media, a national trade publication serving the Hispanic food and beverage industry, will also relocate its offices to the new facility, further strengthening the connection between the two companies.

The event marks a significant milestone for both Purple Crow and the creation of jobs for the region. The \$50 million investment will consolidate operations at the historic Whitaker Park site and is expected to support long-term job growth, offering competitive salaries that are well above the local average. The move by Abasto Media—already a key industry voice—adds another layer of strategic alignment and growth.

Honoring the Past, Building the Future

As part of the ceremony, executives from R.J. Reynolds (RJR) will present Purple Crow's board

with the original shovel used to break ground on the facility in 1958 — a symbolic gesture linking the site's legacy to a forward-looking role in North Carolina's economy.

The program will feature:

- Ribbon-cutting ceremony
- Keynote remarks

In attendance will be:

- [Mayor Allen Joines, City of Winston-Salem](#)
- Chief William Penn, Winston-Salem Police Department
- Denise D. Adams, Mayor Pro Tempore, City of Winston-Salem
- Representatives from North Carolina's Senate and Congressional offices
- Claudia Velasco Osorio, Consul General of Mexico in Raleigh

Investors and Board Members Present Include:

- [Ken Langone, philanthropist and co-founder of The Home Depot](#)
- Thomas L. Teague, President and CEO, Salem Corporation
- Carlos Evans, former EVP, Wells Fargo
- Al Carey, Executive Chairman, Unifi, Inc., and former CEO, PepsiCo North America
- Bruce M. Langone, President, Invemed Associates, LLC
- Steve Spinner, former Chairman and CEO of United Natural Foods (UNFI)
- Dan Calhoun, President and CEO of Purple Crow and Abasto Media
- Nathaniel Calhoun, EVP of Purple Crow
- Phil Calhoun, EVP of Purple Crow

"This isn't just a ribbon-cutting—it's a turning point," said Dan Calhoun, President of Purple Crow. "We're proud to celebrate with our community of vendors, customers, and employees who have made this incredible moment possible."

Media coverage is welcome. To schedule one-on-one interviews with VIP guests, please contact Gus Calabro at gcalabro@abasto.com (336) 486-2424 or Lucy Calhoun at lucycalhoun@purplecrow.com (336) 749-4562.

We'd love to have members of the press join us for what promises to be a memorable evening of conversation, connection, and great hospitality.

Gus Calabro
Abasto Media
+1 336-486-2424



Purple Crow Logo 1

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/820827026>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.