

## Wyoming Roots, Front Range Flavor: How One Woman is Reigniting Pine Bluffs' Legacy

In a quiet corner of Pine Bluffs, Wyoming, Alisha Michaud sits in a velvet armchair, her expression one of steely determination. It is the look of a woman who knows exactly what she wants—and exactly how to get it.

To the locals, Alisha is already a pillar of the community. As the Executive Director of the Pine Bluffs Senior Center and the founder of the Pine Bluffs Food Bank, she has spent years ensuring the town's most vulnerable are fed and cared for. But today, Alisha is wearing a different hat. She is the CEO of **Michaud Foods**, and she is about to launch a snack food revolution that will put her small town back on the map.

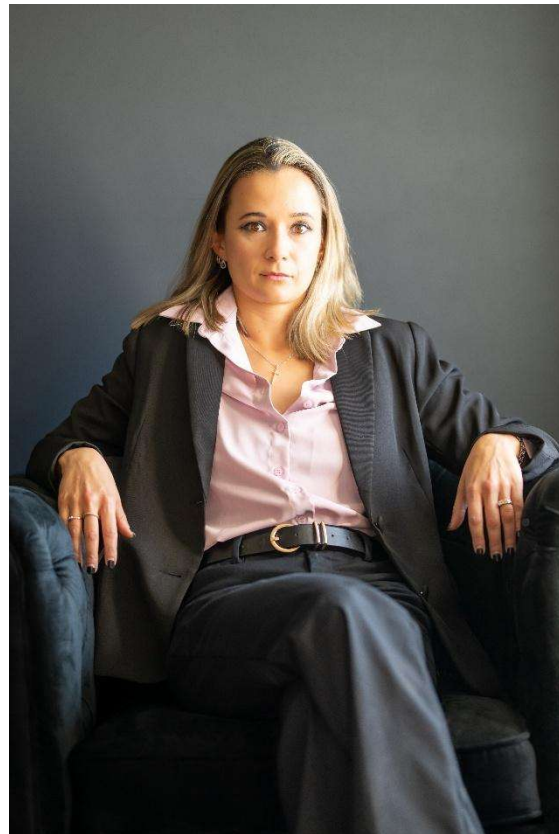
### A Legacy Come Full Circle

For the Michaud family, potato chips aren't just a snack; they are a legacy. The story began decades ago with Jerry Michaud and Dennis Michaud, who managed the Rocky Mountain Snacks Company in the 80's and 90's. It was there that the family pioneered automated cooking systems that would eventually catch the eye of engineers worldwide. When that original factory closed, a piece of Pine Bluffs' industrial heart went with it.

But the dream didn't die. It just hibernated.

Today, the entrepreneuring Michaud legacy has been carried on by Dennis' son, Tim Michaud—a second generation snack food engineer—and his wife, Alisha, the operational powerhouse. Together, they are building something unprecedented: a 36,000-square-foot manufacturing multiplex at 102 Foxtail Avenue. This isn't just a factory; it is a testament to Wyoming ingenuity, housing **JD Manufacturing Inc** (snack food automation), **SMT Aero Structures** (aviation engineering), and the crown jewel: **Michaud Foods**.

"We are reigniting a legacy," says Alisha. "We're bringing the chip factory back to Pine Bluffs, but this time, it's locally owned, locally grown, and built with our own hands."



## Farm-to-Bag Innovation

Michaud Foods is entering the market with a simple but powerful concept: "**Locally Grown. Locally Fried.**"

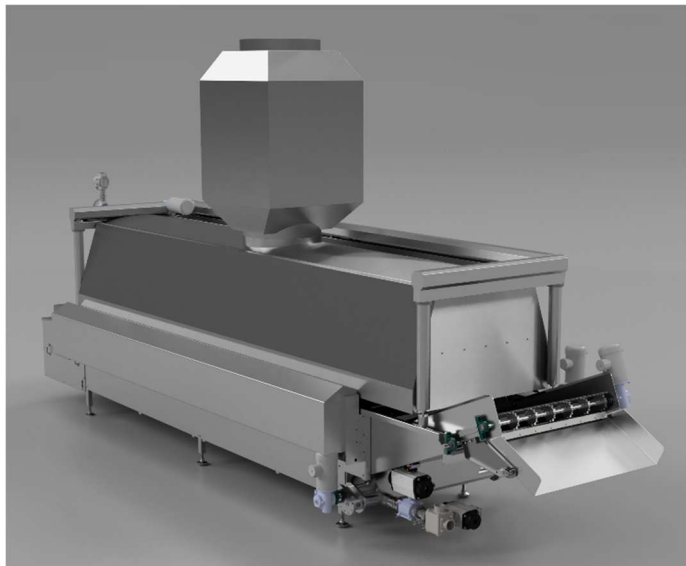
While national giants churn out mass-produced, continuously cooked chips, Alisha is betting on the artisan quality of the **kettle cook**. Sourcing "chipping" potatoes directly from Pine Bluffs farmers like Alan Brown, the company promises a product that is minimally processed and obsessively fresh.

Their debut product? A kettle-style potato chip with a "Clean Label"—featuring as few as three ingredients: potatoes, vegetable oil, and salt.

"People are tired of ingredients they can't pronounce," Alisha explains. "We are stripping it back to basics. No bleaching, no soaking, just honest Wyoming flavor."

## More Than Just Chips

What makes this startup truly unique is the powerhouse team behind it. While Alisha drives the business vision and community integration, her husband Tim works closely with his brother Steve, Brother-in-law Josh, and the Lambert and Romig Families as they form the backbone of the engineering and manufacturing team. This allows Michaud Foods to



operate with a level of technical sophistication rarely seen in startups.

In fact, the facility itself is a marvel of efficiency. Leveraging the family's expertise in equipment design, the plant will feature custom-built, automated fryers, each capable of processing 40,000 pounds of potatoes in a single 20-hour run. And in true Wyoming fashion, much of the facility is being built with "sweat equity"—plumbing, electrical, and fabrication done by the family themselves.

## Fueling the Local Economy

For Alisha, Michaud Foods is about more than profit; it's about **people**. The project aims to create between 10 and 60 new jobs, offering a vital economic boost to the region. By

processing local crops, she is also creating a new value-added pipeline for Wyoming agriculture, ensuring that local farmers have a steady buyer for their harvest.

“We aim to strengthen our town’s role in the regional food economy,” states the business plan. It’s a mission that aligns perfectly with Alisha’s track record of community service. From feeding seniors to creating jobs, her career has been defined by a single question: *How can I help Pine Bluffs thrive?*

### **The Future is Crunch Time**

As construction breaks ground and the smell of frying potatoes prepares to waft through Pine Bluffs once again, the excitement is palpable. Michaud Foods is poised to fill a massive gap in the Front Range market, serving millions of consumers from Cheyenne to Pueblo who are hungry for a local alternative to the big brands.

With Alisha Michaud at the helm, Michaud Foods is more than a business; it is a love letter to Wyoming—a declaration that world-class innovation and hometown values can, indeed, go hand in hand.

Look out, Front Range. The crunch is coming.

