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LorAnn Oils to be Honored at the 20th Annual Michigan Celebrates Awards Gala

March 23, 2024 (Lansing, Michigan)— **LorAnn Oils** has been recognized as one of the 2024 awardees for the Michigan 50 Companies to Watch Award, presented by Michigan Celebrates Small Business. **LorAnn Oils** will be acknowledged on-stage at the awards ceremony during the 20th annual Michigan Celebrates Small Business Gala on May 21, 2024.

“Although LorAnn Oils has been in business since 1962, this award is a wonderful acknowledgement and motivation for our current employees and leadership as this family business continues to grow and become more and more successful,” said John Grettenberger, CEO “As a small business with deep roots in Michigan, we look forward to continued growth and expansion. This summer LorAnn is once again adding an additional 6000 square feet to our second Lansing area manufacturing location.”

Founded in 1962 by pharmacist Orin K. Grettenberger in Okemos, Michigan; LorAnn Oils filled a need by supplying pharmacies with essential oils, flavors and a few specialty ingredients packaged in small sizes for resale to home consumers. From these simple beginnings, LorAnn’s product line has expanded greatly, and now supplies retailers across the country, including grocery stores, craft stores and mass-market retailers, as well as provide premium flavors to pastry chefs, candy companies, specialty food manufacturers and artisanal bakeries.

Companies nominated for the Michigan 50 Companies to Watch Award must be privately held and headquartered in Michigan. Judges from economic and entrepreneurship development organizations across the state annually select the winners. The judges evaluate the applicants’ demonstration of intent and capacity to grow based on the following:

- Employee or sales growth
- Exceptional entrepreneurial leadership
- Sustainable competitive advantage
- Other notable factors that showcase the company's success

Michigan Celebrates received over 500 nominations for the 2024 Michigan 50 Companies to Watch award. In addition to a competitive landscape for this award, the businesses who are selected by the judges go through a rigorous due diligence process prior to the final decision. MichiganCelebrates.org

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LorAnn Oils Inc is located in Lansing Michigan and distributes throughout the United States and Internationally. More information about LorAnn, its products and people can be found at www.lorannoils.com