



**Walmart Media Contact:**  
Christina Morton, APR  
407-608-5905  
Agency Contact



*Angela Horevitz, owner of Bakers Sto N Go, celebrates at the 2017 Walmart Open Call*

## **Walmart to Florida Entrepreneurs: We Want Your Products Walmart's 5th Annual Open Call Event**

*Registration open NOW; deals on the spot possible at daylong event June 13*

**ORLANDO, Fla., April 27, 2018** – Often times, the best ideas are right in our own back yard. So, why not you? Attention entrepreneurs, Walmart is looking to serve up the big break you've been looking for during [Walmart's Open Call](#) **scheduled for June 13, 2018**, in Bentonville, Arkansas. You can apply now for a chance to secure a seat at a table with one of the company's buyers by visiting [walmart-jump.com](http://walmart-jump.com); the deadline is May 4.

"Walmart's investment in U.S. -manufactured products goes beyond the shelf. The investment is also in the entrepreneurs' dream, and that can be an emotional experience for everyone involved," said Cindi Marsiglio, Walmart's vice president of Merchandise Services and U.S. Manufacturing. "By investing in products that support American jobs, we're able to bring new products to our shelves and new jobs to our communities."

Attendees at this year's Open Call could secure deals ranging from a handful of stores in a local market, to supplying hundreds or even thousands of stores, Sam's Club locations and

Walmart.com. The daylong event informs, empowers and encourages all who attend while providing a great networking opportunity for local entrepreneurs.

A brand new batch of products identified during the 2017 Open Call event recently landed on Walmart store shelves, representing the dreams of dozens of entrepreneurs across the country, including the following in Florida:

- **Orlando** residents are beaming with pride after **O'Dang Hummus** fulfilled founder Jesse Wolfe's childhood dream and secured a deal to put his low-calorie healthy snack on Walmart shelves. As of today, the O'Dang Hummus products can be found in more than 2,000 stores.
- Sleep is essential and [Terra Beauty Products Bars](#) showcased their **Florida**-manufactured Go To Sleep Natural Pillow Mist to buyers, earning the product a trial in 85 stores.

Also coming to Walmart shelves this summer is Delray Beach, Fla.-based Bakers Sto N Go. Owner Angela Horevitz attended the 2017 Open Call event in Bentonville to pitch her innovative cake carrier and received a deal on the spot.

"When I created Bakers Sto N Go, I never thought my product would one day be sold in more than 1,000 Walmart stores," Horevitz said. "The Walmart Open Call process has changed my business and my life. I can't wait for the day this summer when Bakers Sto N Go is featured on Walmart shelves for the first time. I am a proud 'Made in America' entrepreneur, and I would encourage any small business owner with a domestic-made product to take part in this year's Open Call."

In January 2013, [Walmart](#) announced it intends to help boost job creation and U.S. manufacturing through buying an additional \$250 billion in products that support American jobs over 10 years. Based on data from Boston Consulting Group, it's estimated that 1 million new U.S. jobs will be created through this initiative. Last year, Walmart spent \$5.7 billion with Florida suppliers, supporting 89,773 local jobs.

#### **About Walmart in Florida**

In Florida, we serve customers at 377 retail units and online through [Walmart Grocery Pickup](#), [Walmart.com](#) and [Jet.com](#). We are proud to employ 107,460 associates in Florida. Walmart supports local businesses, spending \$5.7 billion with Florida suppliers in FYE17, which supported 89,773 supplier jobs. Walmart and the Walmart Foundation are active in the communities where we live and work and invest in communities through local grants, customer engagement and associate volunteer efforts. In FYE17, we contributed more than \$82.75 million in cash and in-kind donations to local nonprofits in Florida. Learn more at the [Walmart Today blog](#), and our [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) channels.