

A background graphic featuring a network of white lines connecting various circular nodes of different sizes and colors (white, light blue, and teal) on a gradient background that transitions from green on the left to teal on the right.

CHOOSE NEW JERSEY

FOOD & BEVERAGE INDUSTRY GUIDE

**choose:
new jersey**

FOOD & BEVERAGE INNOVATION

Launch, test, invent and make history in New Jersey



INVENTION OF
CONDENSED
SOUP

Campbell's



DEVELOPMENT OF
BLIGHT-RESISTANT
HAZELNUTS

Rutgers University



WORLD'S
LARGEST INDOOR
VERTICAL FARM

Aerofarms

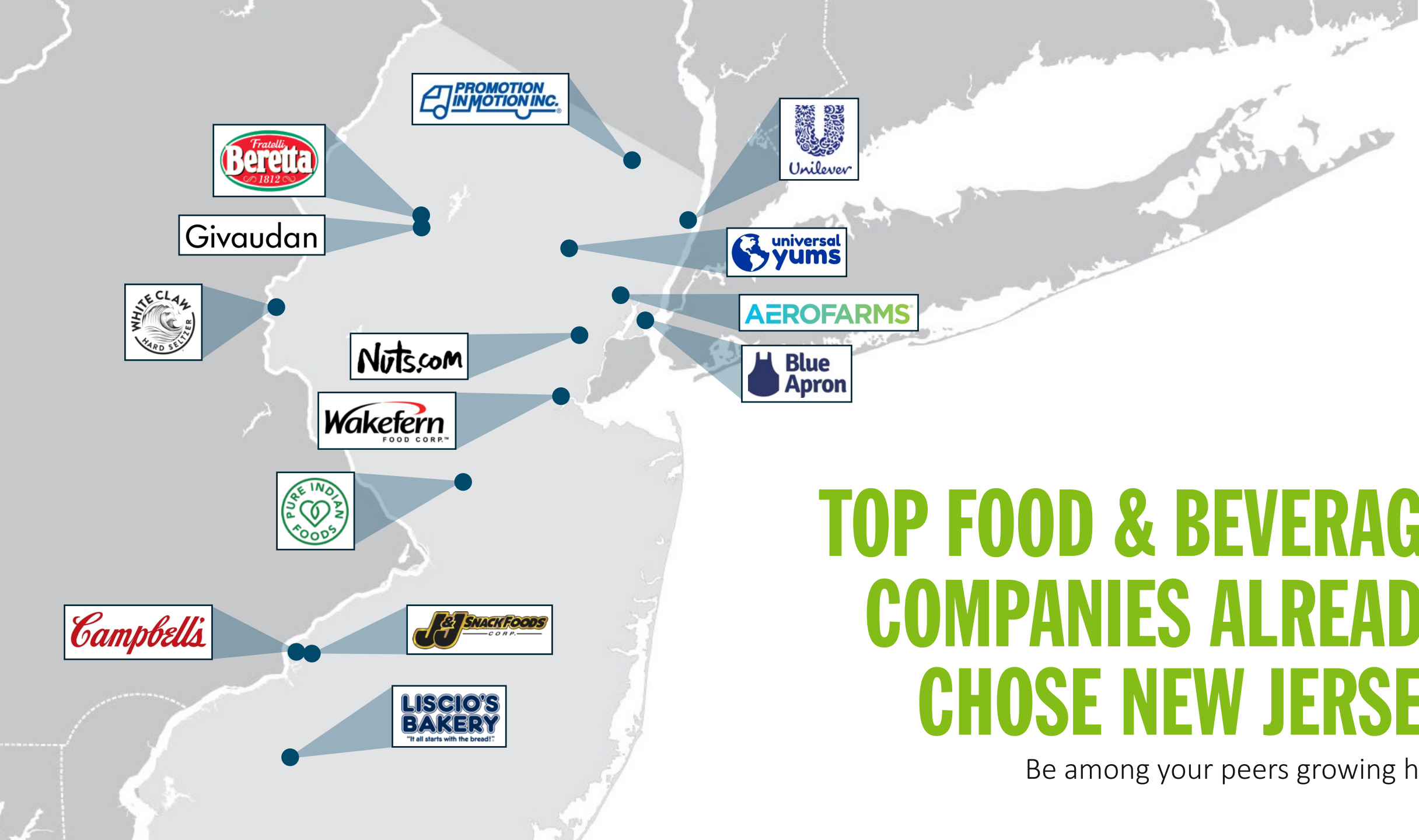


1ST MANUFACTURER
TO COMMERCIALIZE
OAT MILK

Oatly



IMPOSSIBLE
BURGER GOT ITS
START HERE



TOP FOOD & BEVERAGE COMPANIES ALREADY CHOSE NEW JERSEY

Be among your peers growing here



NEWARK

Train times from Newark Penn Station

LOCATION

Discover a global gateway to greatness

38M Consumers within 150 miles/241 km

\$2.9T In GDP within 150 miles/241 km



HIGHEST CONCENTRATION
OF SCIENTISTS AND
ENGINEERS IN THE U.S.



42% OF RESIDENTS HAVE
BACHELOR'S DEGREES
OR HIGHER



#2 HIGHEST CONCENTRATION
OF STEM DEGREES AWARDED
IN THE U.S.



TOP TALENT

We are the Smartest State in America for a reason



WORKFORCE

Hire from a robust labor pool



243,000 WORKERS
EMPLOYED IN THE FOOD
INDUSTRY



2ND LARGEST POOL OF
FOOD SCIENTISTS AND
TECHNOLOGISTS IN THE
COUNTRY



RUTGERS GRADUATE
PROGRAM IN FOOD
SCIENCE IS TOP 5 FOOD
PROGRAM IN THE WORLD

SUPPORT & SOLUTIONS

New Jersey facilities help food companies scale

RUTGERS FOOD INNOVATION CENTER (FIC)

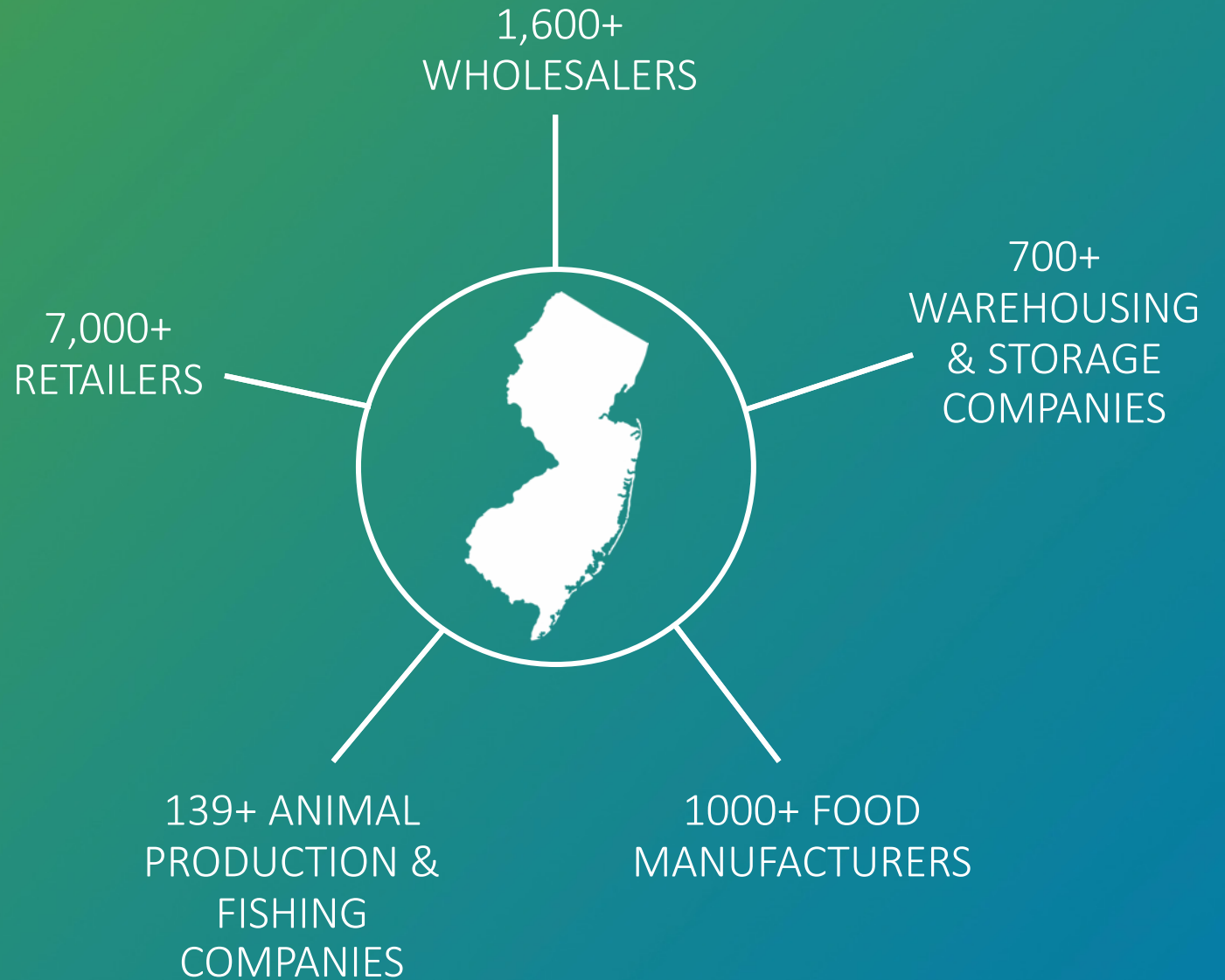
- Only “soft landings” incubator in the world devoted to food
- USDA and FDA-certified facility offering marketing, food safety, product design and scale up expertise behind the success of companies like Impossible Foods

FOOD SPECIALIZATION CENTER

- Launchpad for businesses graduating from the neighboring Rutgers FIC and existing companies looking to enter the Northeast market
- Located in the Food Technology Park in Bridgeton with startup tenants like Chank’s Pizza Cones

NEW JERSEY'S ECOSYSTEM

A robust supply chain supporting
the industry



INCUBATORS & COMMERCIAL KITCHENS

New Jersey can accommodate companies at every stage of growth



Rutgers Food Innovation Center

ORGANIC FOOD INCUBATOR

Offers co-manufacturing and product development services

Home to innovators like Alchemy Creamery and Barrier Island Organics

GARDEN STATE KITCHEN

Commercial kitchen for startups with space available by hourly rental

HUDSON KITCHEN

Incubator and commercial kitchen set in Kearny Point's vibrant entrepreneurial community

THE KALE FACTORY INCUBATOR

Shared vegan and gluten-free facility

Includes 4,000 sq. ft. (372 square meters kitchen, climate-controlled warehouse and walk-in cooler space)

BUSINESS ASSISTANCE

NJEDA provides the support for your business to grow

SMALL BUSINESS FINANCING

For companies seeking additional financing e.g., for equipment purchases or working capital, NJEDA offers direct loans. NJEDA's Premier Lender Program offers manufacturing firms access to low-cost financing with NJEDA loan participation and/or guarantees and line of credit guarantees.

SMALL BUSINESS LEASE GRANTS

Supports the growth and success of small businesses by providing two grant awards of 20% of the total annual lease payment for businesses leasing new or additional space.



SHAKTI GROUP USA

Shakti Group USA, a family-owned-global importer and distributor of specialty food products based in Hamilton, doubled its footprint in New Jersey in 2020 with support from the NJEDA's Premier Lender Program.

BUSINESS ASSISTANCE

NJEDA provides the support for your business to thrive

BOND FINANCING

NJEDA offers additional long-term financing to manufacturing firms through the issuance and sale of tax-exempt bonds. The proceeds of these bond sales can be used by manufacturers for a multitude of purposes including to finance capital improvements, for land and building acquisitions, for working capital or debt refinancing, etc.

BROWNFIELD LOANS PROGRAM

NJEDA provides financing to fund remediation and redevelopment for expansion for manufacturers utilizing brownfield sites.

ENERGY SALES TAX EXEMPTIONS

Manufacturing firms located in one of New Jersey's 32 Urban Enterprise Zones may be exempt from paying sales tax on energy used at their facilities.

WHAT WE CAN DO FOR YOU



MARKET INTELLIGENCE

Receive customized Request for Information (RFI) responses



SITE SELECTION ASSISTANCE

Find and tour properties that meet your requirements



STATE RESOURCES INFORMATION

Benefit from New Jersey incentives and workforce development initiatives



INTRODUCTIONS TO PUBLIC + PRIVATE PARTNERS

Meet Higher Education experts and legal, staffing or accounting providers



PUBLIC RELATIONS SUPPORT

Publicize your good news after you locate in New Jersey

GET TO KNOW US

We guide businesses in establishing or expanding operations in New Jersey. We help companies find opportunities for growth and innovation.

We market New Jersey - The State of Innovation - around the world as the best place in the U.S. to live, work, play and do business.

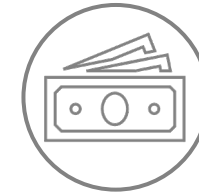
Our results since 2010:



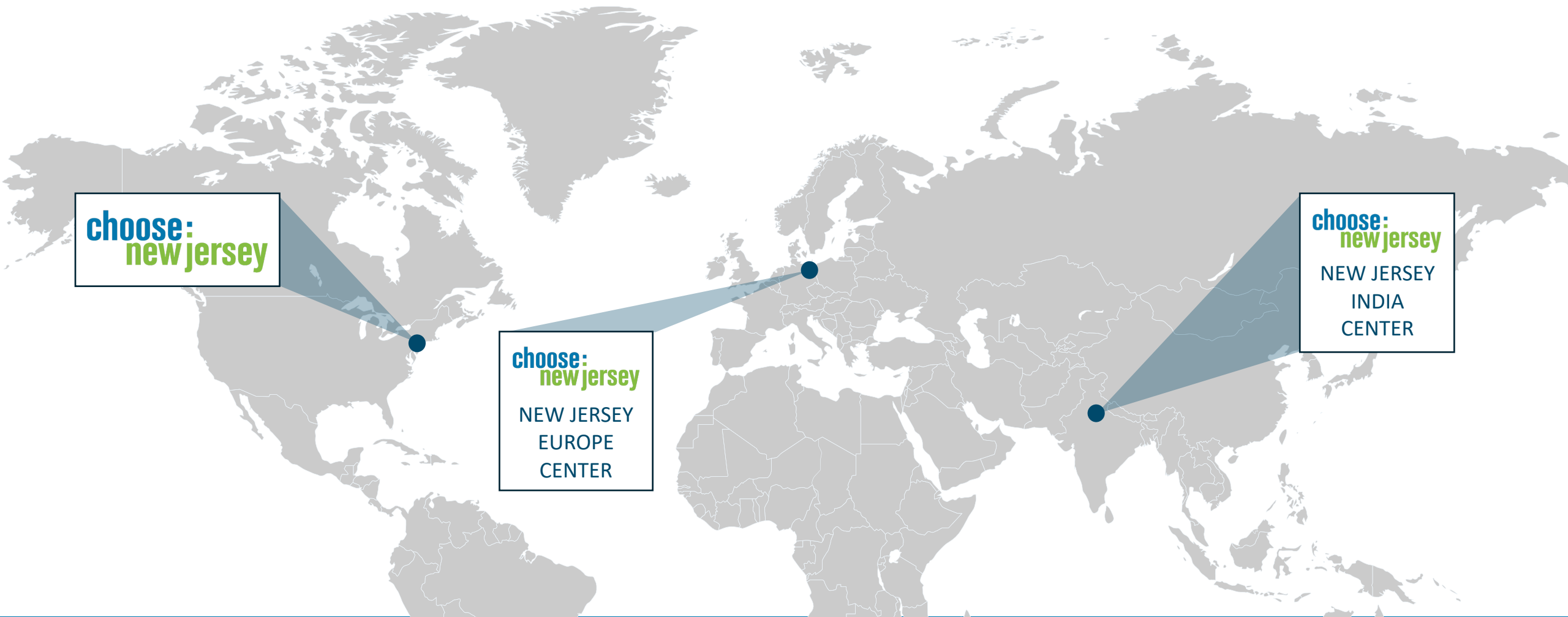
335 COMPANIES
LOCATED OR
EXPANDED IN NJ



39,000 NEW &
RETAINED JOBS



\$7.7B IN CAPITAL
INVESTMENT



choose:
new jersey

choose:
new jersey
NEW JERSEY
EUROPE
CENTER

choose:
new jersey
NEW JERSEY
INDIA
CENTER

CHOOSE NEW JERSEY OFFICES

A world of opportunity



LET'S GET STARTED

Ready to take your business to the next level? We're here to help.



RYAN FOX

Business Development Officer

Office: +1 609.269.2035

rfox@choosenj.com

OUR LEGACY OF INNOVATION CONTINUES WITH YOU

**choose:
new jersey**

LEARN MORE AT WWW.CHOOSENJ.COM