

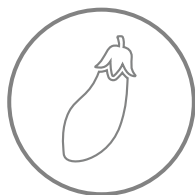
New Jersey's Guide to the

# FOOD & BEVERAGE INDUSTRY

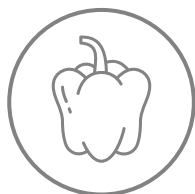
choose  
newjersey



**\$1 BILLION+**  
AGRICULTURE INDUSTRY



**#1 STATE** FOR EGGPLANT



**#3 STATE** FOR PEACHES,  
CRANBERRIES, BELL  
PEPPERS, SPINACH, &  
TOMATOES



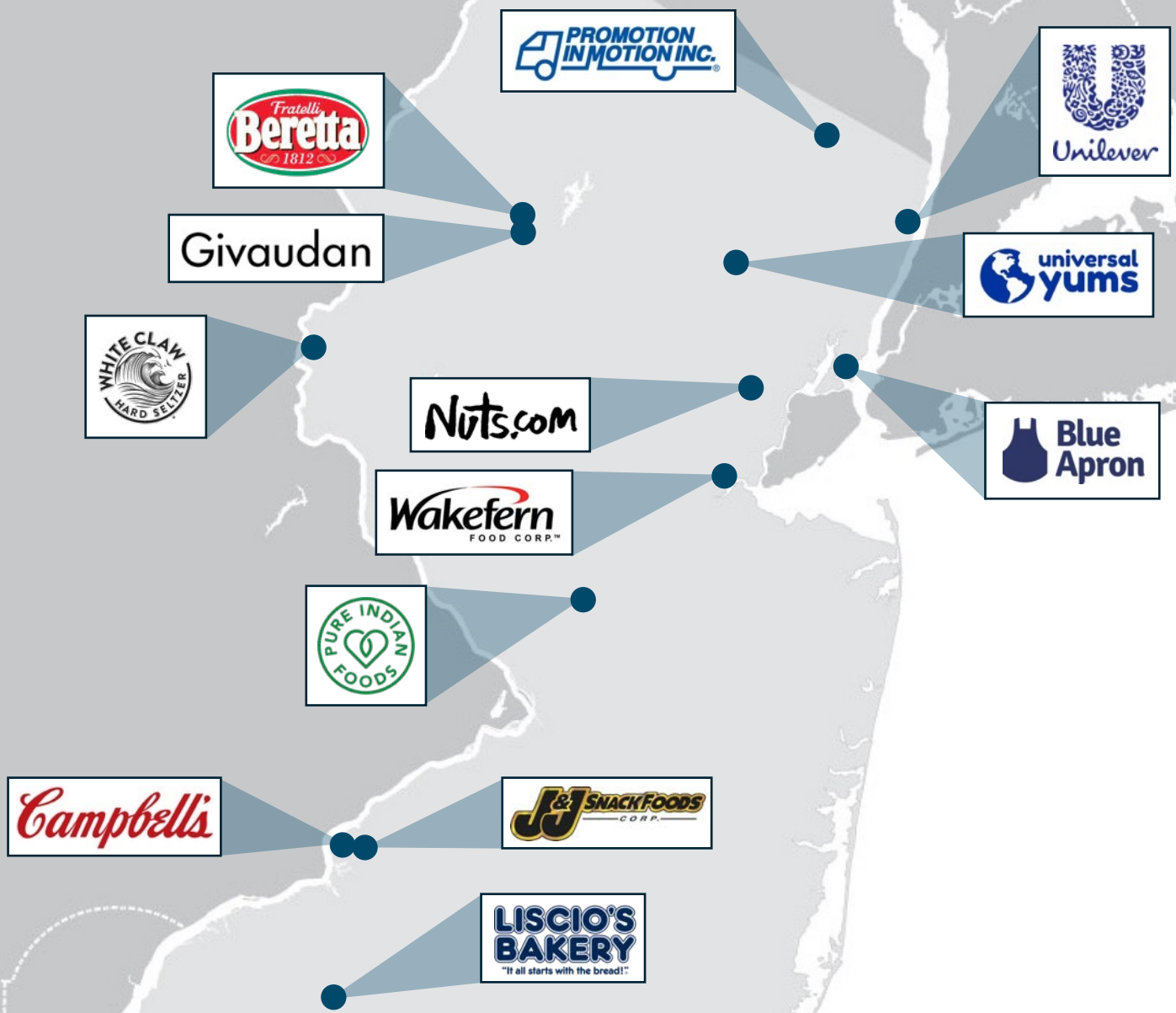
**#4 STATE** FOR ASPARAGUS

Campbell's tomato soup and  
Heinz's ketchup were modeled  
on the taste and color of the  
Rutgers-bred tomato.



# THE GARDEN STATE

Home to certified Jersey Fresh™ produce



# TOP FOOD & BEVERAGE COMPANIES

Join your peers growing here

# 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

## RUTGERS FOOD INNOVATION CENTER SOUTH

Food business incubator and accelerator located in Bridgeton featuring food labs, a shared-use food processing space, classrooms, sensory testing, and a product development kitchen

## 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

## GARDEN STATE KITCHEN

Commercial kitchen for startups with space available by hourly rental



# INFRASTRUCTURE

New Jersey moves goods like no other state



**PORT OF NEW YORK/  
NEW JERSEY**

Largest maritime center on the East Coast, #2 busiest port in North America



**2,900 MILES OF INTERSTATES  
AND HIGHWAYS**



**HIGHEST RAILROAD DENSITY  
IN THE U.S.**



**5 STRATEGICALLY LOCATED  
FOREIGN TRADE ZONES**



**NEWARK**

Train times from Newark Penn Station

# LOCATION

The market access and convenience forward-thinking companies need

**36M** Consumers within 150 miles/241 km

**\$3T** In GDP within 150 miles/241 km



# HIGHER EDUCATION

Advancing food and beverage discovery



**PRINCETON  
UNIVERSITY**

- ▶ #1 university in the U.S. for 12 consecutive years

**RUTGERS**  
THE STATE UNIVERSITY  
OF NEW JERSEY

- ▶ Home to the New Jersey Agricultural Experiment Station (NJAES)

**RARITAN  
VALLEY**  
COMMUNITY COLLEGE



- ▶ The Associate of Applied Science degree program in Food and Beverage Management is offered jointly with the Hunterdon County Polytech Career Academy.



# FOOD AND BEVERAGE WORKFORCE

Hire skilled workers and highly-educated innovators



315,000 WORKERS IN THE  
FOOD INDUSTRY



2<sup>ND</sup> LARGEST POOL OF  
FOOD SCIENTISTS AND  
TECHNOLOGISTS  
IN THE COUNTRY



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



# WORKFORCE SUPPORT PROGRAMS

New Jersey Department of Labor & Workforce Development offers support to recruit and train your talent

## RECRUITMENT ASSISTANCE

NJLWD helps companies find talent through three programs.

1. New Jersey Career Connections links New Jersey job seekers and employers through interactive job banks and offers expert advice.
2. One Stop Career Centers has 30 regional offices in NJ.
3. Positive Recruitment Services have state representatives at regional Business Resource Centers that can help employers find workers.

## ON-THE-JOB TRAINING

Employers who hire eligible workers and train them for a specific job will receive reimbursements of 50% of wages for up to 26 weeks up to \$10,000. This grant is per individual and paid as a direct reimbursement to the company. An employer can hire multiple employees through this program, and each employee is eligible for the maximum benefit of \$10,000.

## REGISTERED APPRENTICESHIPS

NJLWD's registered apprenticeship is a proven solution for recruiting and training. It is a relationship between an employer and an employee during which the employee, or apprentice, learns a high-skill occupation. The registered apprenticeship model combines both classroom/related technical instruction (RTI) and on-the-job training. A sponsor, who can be an individual employer or an association of employers, operates the apprentice training programs on a voluntary basis.

# BUSINESS ASSISTANCE

Support from the New Jersey Economic Development Authority

## SMALL BUSINESS LEASE GRANTS

Small Business Lease Grants support 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.

## SMALL BUSINESS FINANCING

Companies seeking additional financing (e.g., for equipment purchases or working capital) can utilize these direct loans from the NJEDA. 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.



## SHAKTI GROUP USA

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

# WHAT THEY SAY

Hear from CEOs with  
companies that call New  
Jersey home



“ We have found many benefits of doing business here – from access to talent through New Jersey’s large population to world-class universities to a network of top companies and industry leaders.”  
Alison Mulligan, Global HR Director, Mars Wrigley Confectionery



“ What’s nice about New Jersey is that it has access to the tri-state area, one of the best educational systems in the U.S. and in the world, and access to one of the best talent pools in the world.”  
Phil Chibe, CEO, Ferrero North America



“ The Beretta family is in love with New Jersey. It is our point of entry, our starting point here in America.”  
Simone Bocchini, President, CEO, Fratelli Beretta, USA, Inc.



“ I came from an IT background and wanted to launch a food business. I needed assistance with food manufacturing, related processes, and regulations. Rutgers Food Innovation Center was a perfect fit... They have the facility, equipment, and staff to help you every step of the way.”  
Sandeep Agarwal, President, CEO, Pure Indian Foods

# FAMILY FIRST

An ideal place to raise your family



#1 STATE TO RAISE A CHILD



#1 PUBLIC SCHOOL SYSTEM IN THE U.S.



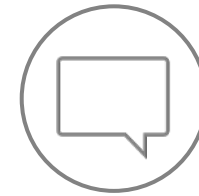
#2 STATE TO LIVE IN THE U.S.



#2 STEM HIGH SCHOOL IN THE U.S.

# VALUES THAT MATTER

We welcome and celebrate diversity



PROUD TO BE  
THE 4TH MOST DIVERSE  
STATE IN THE U.S.



SAFE COMMUNITIES WITH  
STRICT GUN LAWS



A PROPONENT OF LGBTQ+  
AND WOMEN'S RIGHTS



100% CLEAN ENERGY GOAL  
BY 2035

# 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 incentives and workforce development initiatives



## INTRODUCTIONS TO PUBLIC AND PRIVATE PARTNERS

Meet higher education experts and legal, staffing, and accounting providers



## PUBLIC RELATIONS SUPPORT

Publicize the good news after you locate in New Jersey



**GET TO  
KNOW US**

Choose New Jersey is New Jersey's leading nonprofit economic development organization. We stimulate job creation and attract capital investment with the aim of growing New Jersey's economy. We also market the state globally as the most ideal place in the United States to live, work, and play.

Our results since 2010:



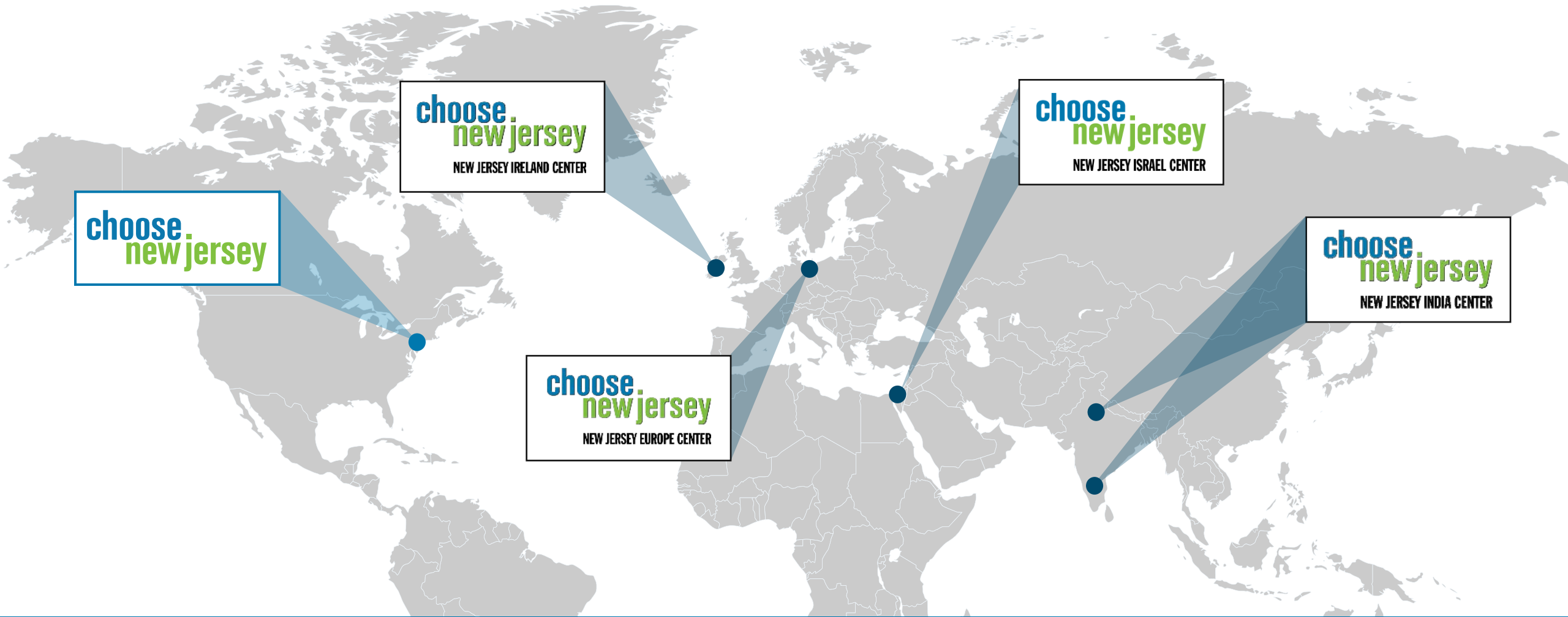
380  
COMPANIES  
LOCATED OR  
EXPANDED IN  
NEW JERSEY



52,000 NEW  
AND  
RETAINED  
JOBS



\$6.3B IN  
CAPITAL  
INVESTMENT



**choose**  
new jersey

**choose**  
new jersey  
NEW JERSEY IRELAND CENTER

**choose**  
new jersey  
NEW JERSEY ISRAEL CENTER

**choose**  
new jersey  
NEW JERSEY EUROPE CENTER

**choose**  
new jersey  
NEW JERSEY INDIA CENTER

# CHOOSE NEW JERSEY OFFICES

New Jersey is positioned to support expansion from anywhere in the world



# LET'S WORK TOGETHER

We've just scratched the surface of food and beverage in New Jersey. Ready to know more? We can help.



**ANASTASIA BLASI**

Business Development Officer

Office: +1 609.297.2194

[ablasi@choosenj.com](mailto:ablasi@choosenj.com)

# OUR LEGACY OF EXCELLENCE CONTINUES WITH YOU

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

**choose.  
newjersey**

CHOOSENJ.COM | 609-297-2200 |     