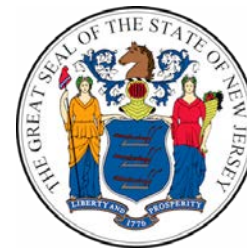


# NEW JERSEY FOOD & BEVERAGE



**NJ**EDA

**choose:**  
**newjersey**



New Jersey is proud to be the Garden State

- Phil Murphy  
Governor of NJ

# Why choose NJ for Food & Beverage?



## World-class location and infrastructure assets

- ▶ Reach a third of US consumers within a 1-day drive of New Jersey
- ▶ Be centrally located and connected to the Northeast Corridor with access to the globe through ~600 nonstop flight destinations<sup>1</sup>
- ▶ Take advantage of a robust rail and road network, the largest port on the East Coast and best-in-class digital infrastructure



## Robust food & beverage ecosystem

- ▶ Join 11,000+ food and beverage companies, including industry leaders like Campbell and Goya
- ▶ Access the end-to-end food and beverage value chain and top local and global customers
- ▶ Build your presence where the leading food and beverage companies are doubling down



## Large and growing talent pool

- ▶ Access a talent pool of 250,000+ workers, expected to grow 15% in the next decade
- ▶ Outperform the competitions by hiring among the largest pool of food scientists and technologists in the US
- ▶ Bake up your next big innovation by accessing the only "Soft Landings" incubator in the world devoted to food



## A place for every employee

- ▶ Offer employees access to the #1 ranked pre-K-12 education system in the nation
- ▶ Provide employees with a choice of commutable city, small town, country, and coastal living
- ▶ All this at a fraction of the cost of New York and Philadelphia – and just a short train ride away

<sup>1</sup> Includes Newark Liberty International Airport, Philadelphia International Airport, John F. Kennedy International Airport, and LaGuardia International Airport

# WORLD-CLASS LOCATION AND INFRASTRUCTURE ASSETS



**1/3<sup>RD</sup> OF THE US  
WITHIN A 1-DAY  
DRIVE**



**AT THE HEART OF  
THE NORTHEAST  
CORRIDOR WITH  
ACCESS TO THE #1  
AIRPORT SYSTEM<sup>1</sup>  
IN THE US**



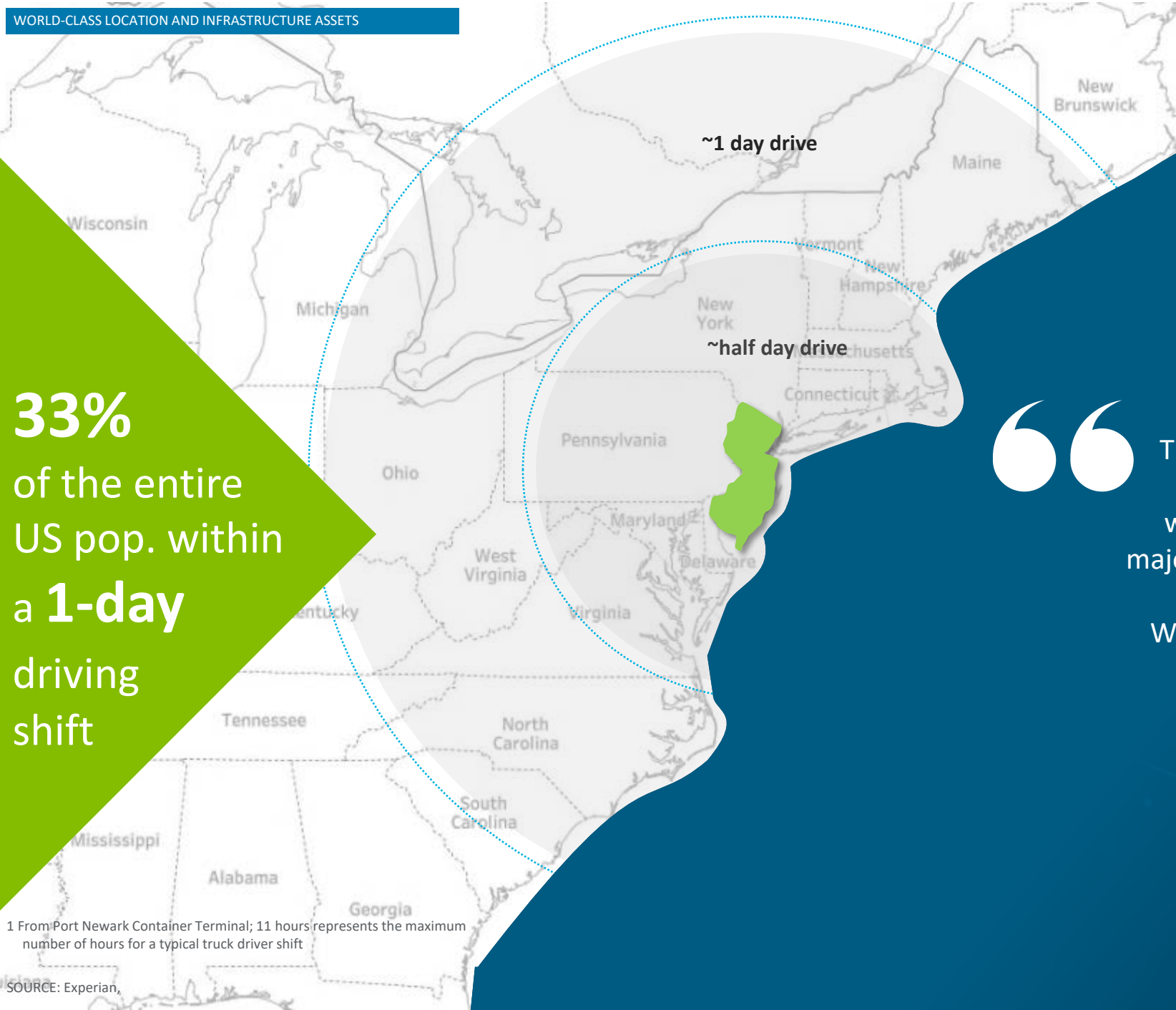
**RAIL AND ROAD  
NETWORKS  
CONNECTING MAINE  
TO FLORIDA WITH  
THE #1 PORT ON THE  
EAST COAST IN THE  
#1 DIGITALLY-  
CONNECTED STATE**

<sup>1</sup> Includes Newark Liberty International Airport, Philadelphia International Airport, John F. Kennedy International Airport, and LaGuardia International Airport

**33%**  
of the entire  
US pop. within  
a **1-day**  
driving  
shift

<sup>1</sup> From Port Newark Container Terminal; 11 hours represents the maximum number of hours for a typical truck driver shift

SOURCE: Experian,



**~107 million**

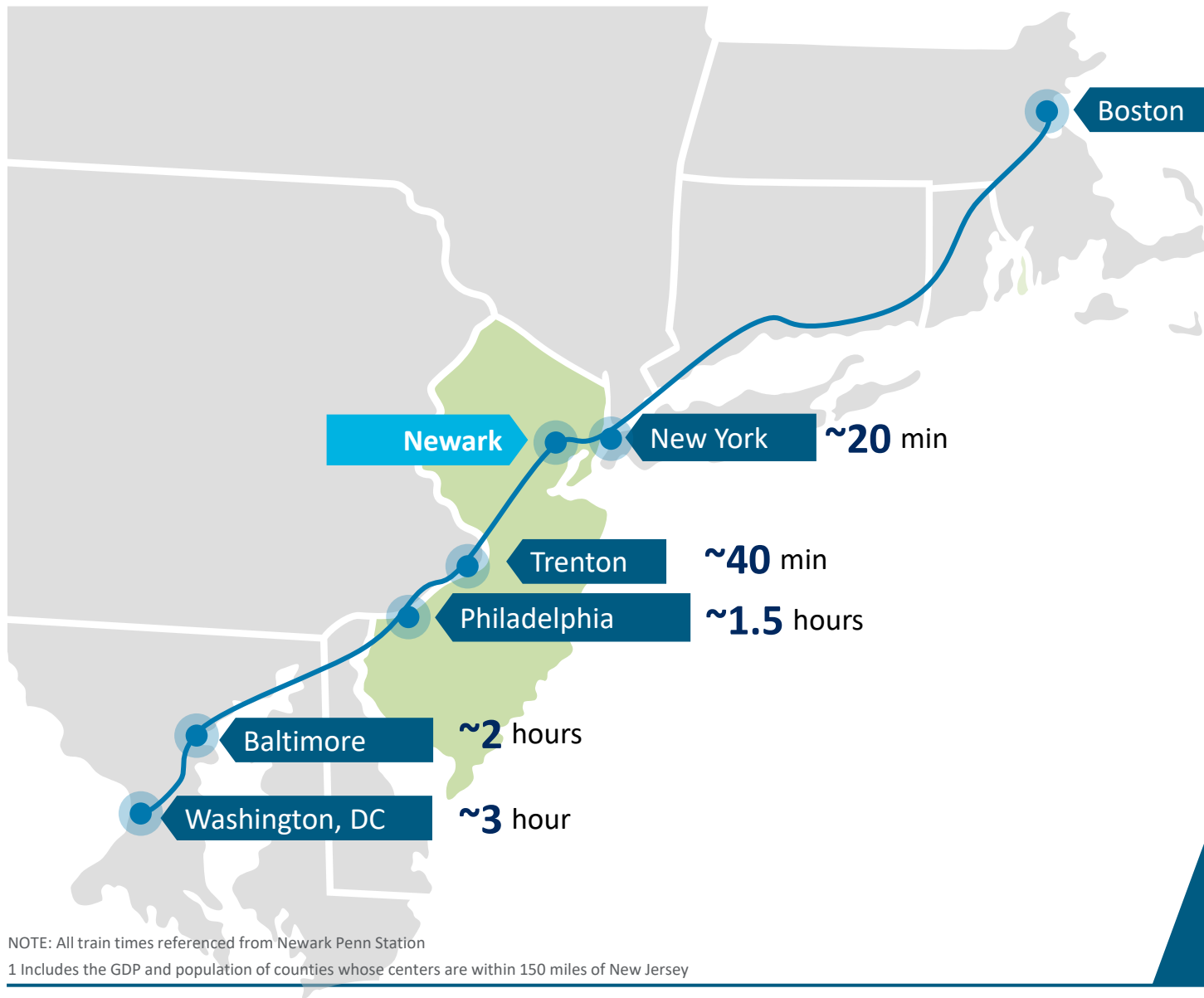
People – and thousands of  
retailers and suppliers – within an  
11-hour drive<sup>1</sup>



There are many benefits of operating in New Jersey. We bring in paper from all over the world, so it's important for us to be near the major ports. We also ship internationally, so we must be close to proficient transportation. We're located less than an hour from airports and New York City.

- **Lisa Hirsh**  
President and CEO  
Accurate Box Company

# The heart of the Northeast corridor, next to NYC and Philadelphia



Train times from Newark Penn Station



Day trips by train to Washington DC and Boston

**\$2.8 trillion**

GDP within 150 miles<sup>1</sup>  
(15% of US)

**38 million**

consumers<sup>1</sup>  
within 150 miles

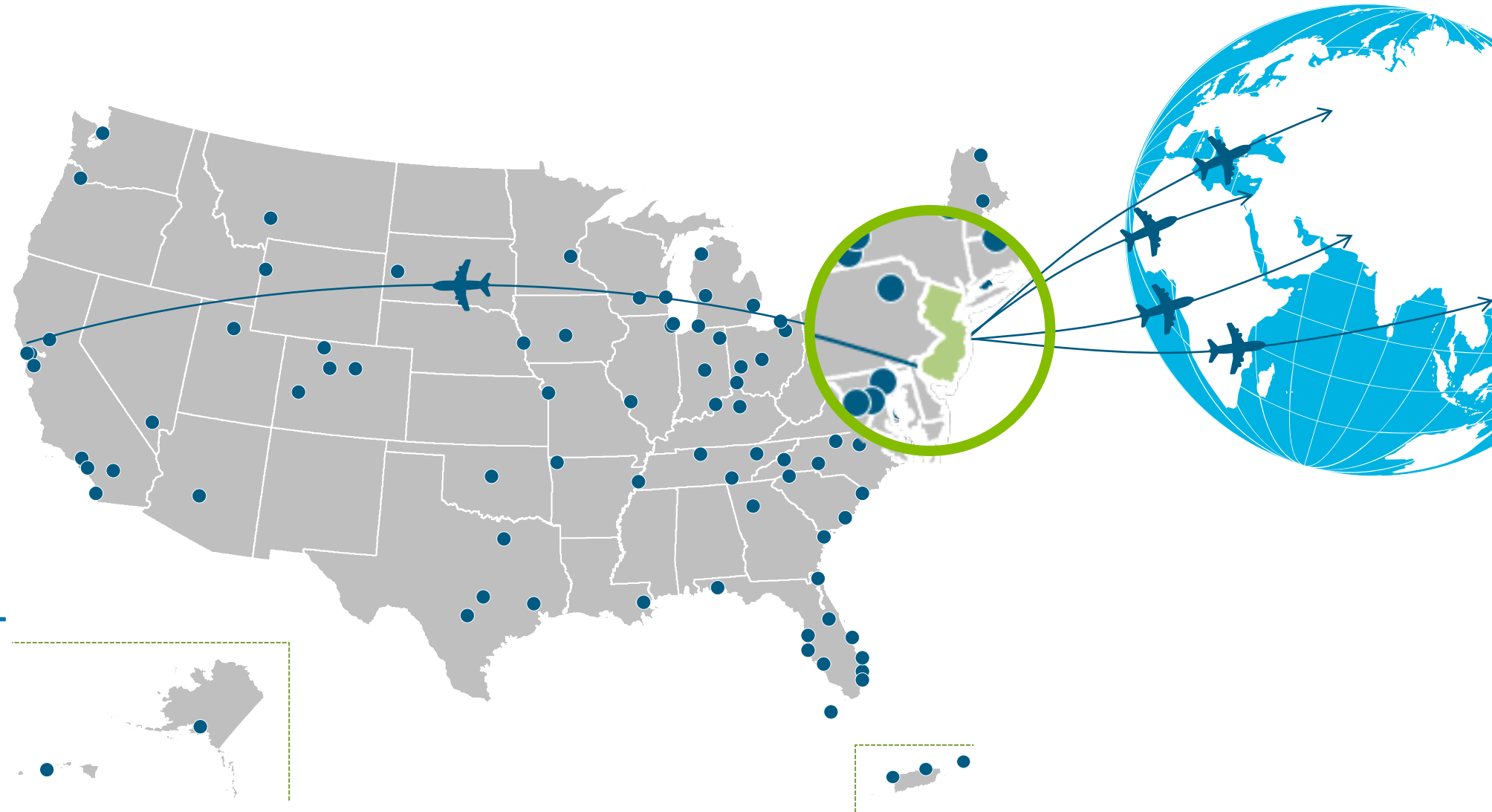
NOTE: All train times referenced from Newark Penn Station

<sup>1</sup> Includes the GDP and population of counties whose centers are within 150 miles of New Jersey

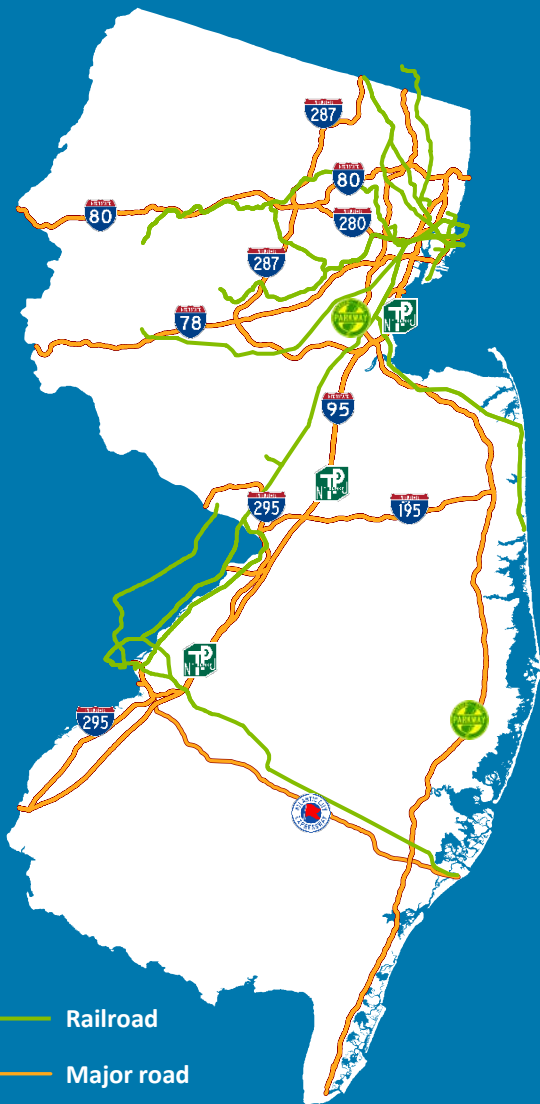
 Easy access to employees, clients, and customers across the globe

**340+**  
NONSTOP  
DOMESTIC  
DESTINATIONS

**260+**  
NONSTOP  
INTERNATIONAL  
DESTINATIONS



# Extensive rail and road assets support movement across the entire country



Access markets from New England to Florida



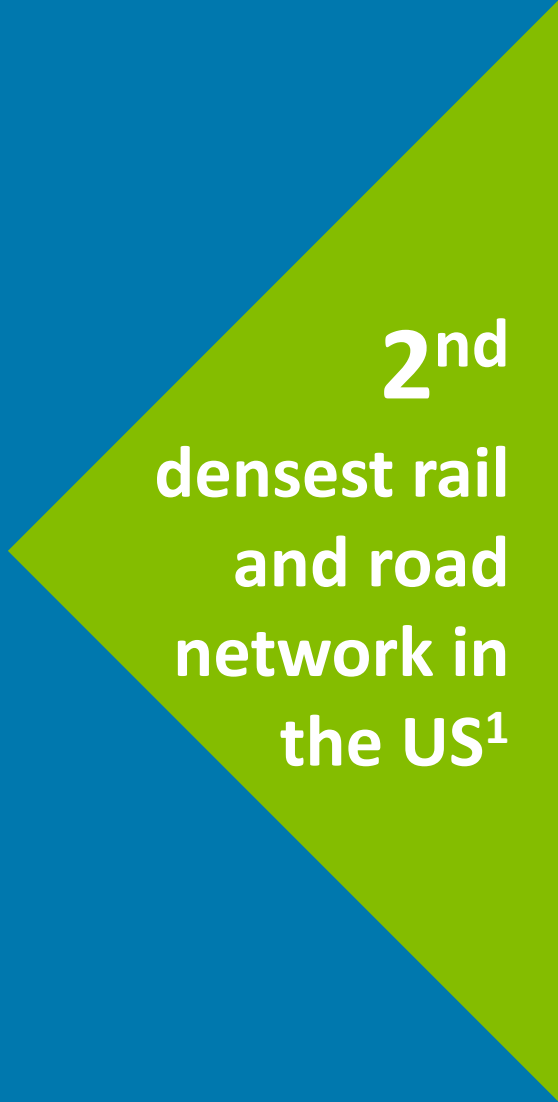
Connects to Midwest and West Coast



Bisects the state from East to West, supporting ~3 million trucks each year



Supports 450+ million train trips annually and 1,000 miles of rail freight lines



2<sup>nd</sup>  
densest rail  
and road  
network in  
the US<sup>1</sup>

1 Rail and road miles per state land area; Massachusetts ranked 1st in rail density and Rhode Island ranked 1st in road / highway density

# Importing and exporting goods could not be easier for your business



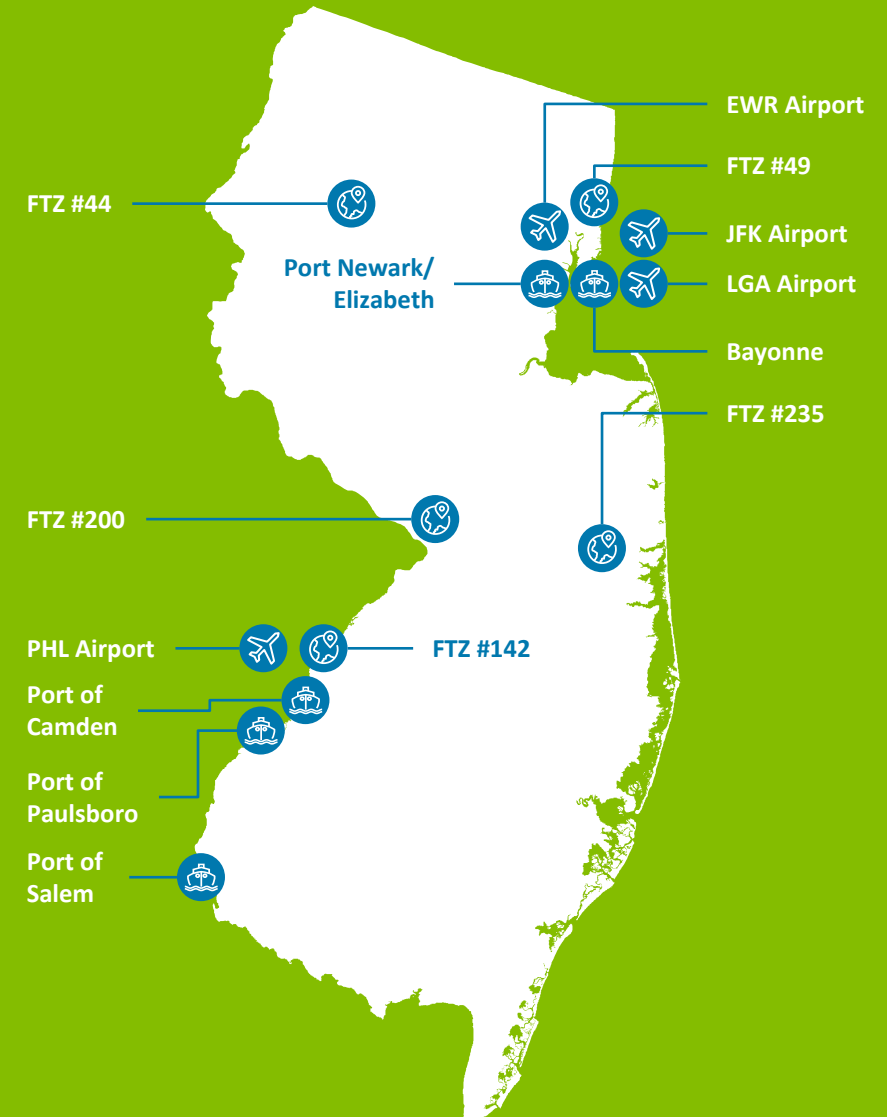
**Busiest airport system<sup>1</sup> in the US**



**#1 largest port on the East Coast (Port of Newark)**



**5 strategically located Foreign Trade Zones throughout the State**

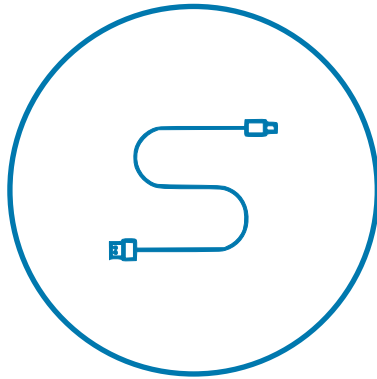


<sup>1</sup> Includes Newark Liberty International Airport, Atlantic City International Airport, JFK International Airport, LaGuardia Airport and Philadelphia International Airport

SOURCE: 2018 Port Performance Report, Department of Transportation; State of NJ Business Portal, Airports International Council (ACI)



# Best-in-class Digital Infrastructure



# #1

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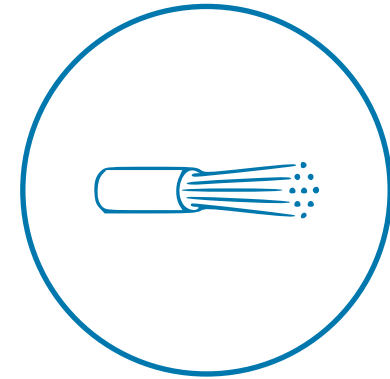
in % of population with access to wired broadband of 25 mbps or faster (99.1%)



# #2

---

in average download speed (59.4 mbps)



# #2

---

in % of population with access to fiber-optic internet (66.2%)



**ROBUST FOOD &  
BEVERAGE  
ECOSYSTEM**



**RICH ECOSYSTEM OF FOOD &  
BEVERAGE COMPANIES, FROM  
FARM TO TABLE**

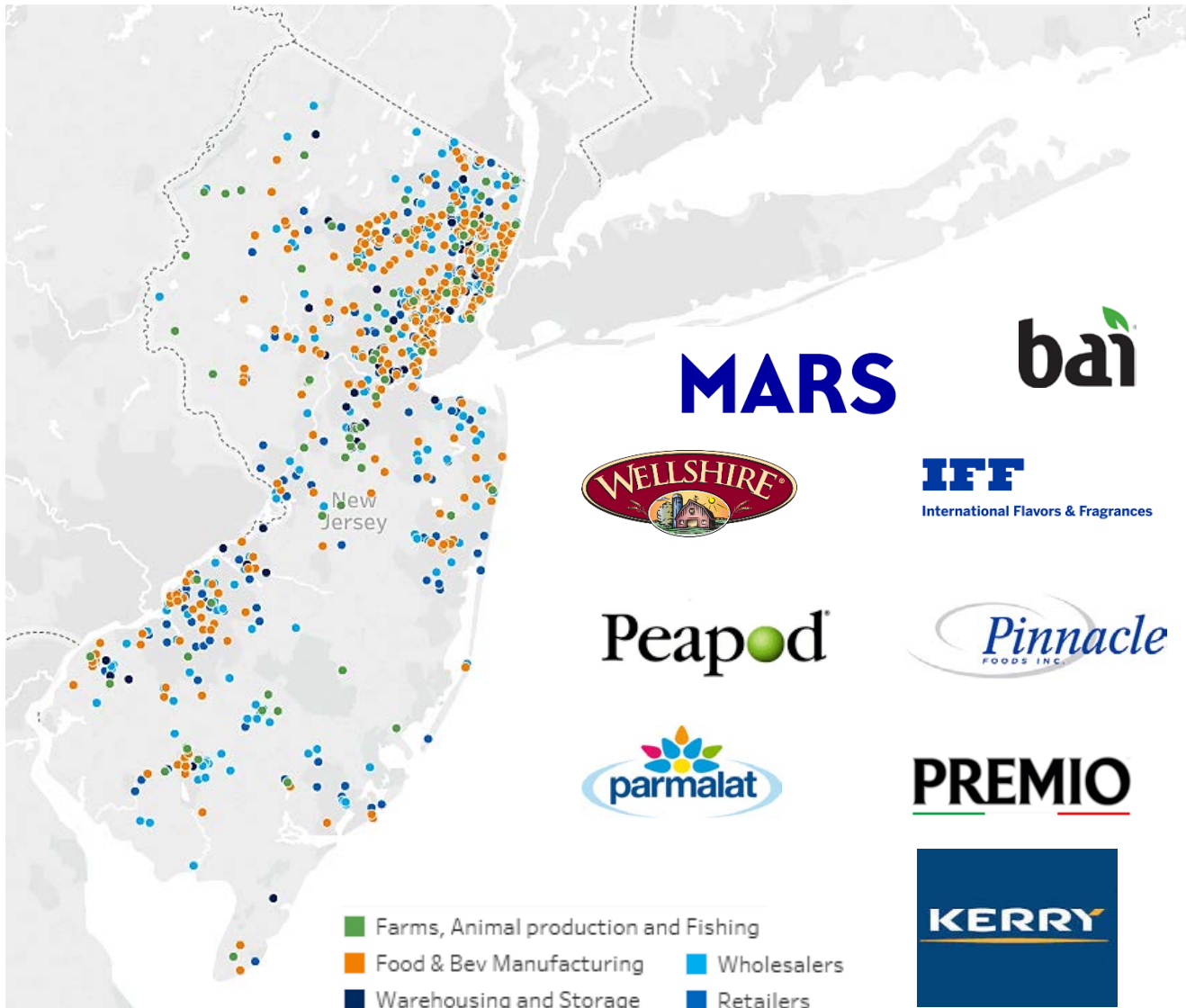


**ACCESS TO TOP LOCAL  
CUSTOMERS AND THE GLOBAL  
MARKETS**



**MOMENTUM FROM LEADING  
FOOD & BEVERAGE COMPANIES  
MAKING INVESTMENTS HERE**

# Home to leading food & beverage companies



**MARS**

**bai**

**WELSHIRE**

**IFF**  
International Flavors & Fragrances

**Peapod**

**Pinnacle**  
FOODS INC.

**parmalat**

**PREMIO**

**KERRY**

**EDIBLE GARDEN**  
SIMPLY LOCAL  
SIMPLY FRESH

**APPLEGATE**  
NATURAL & ORGANIC MEATS

**Mars**

**PROMOTION IN MOTION INC.**  
We Make The Brands You Love™

**Cadbury**

**B&G**  
B&G FOODS, INC.

**Campbell's**

**GOYA**

**Nestlé**  
HealthScience

**Unilever**

**BIRDS EYE**

**BRIDOR**

**TROPICAL**

**ShopRite**

**11,000+**  
Companies<sup>1,2</sup>,  
including established  
players and leading  
innovators

Note: Companies on map reflect a sample of companies HQ in New Jersey from Capital IQ | 1 Based on number of firms - defined as an organization consisting of one or more domestic establishments in the same state and industry that were specified under common ownership or control | 2 Includes Farms, Animal production and Fishing, Food & Bev Manufacturing, Wholesalers, Retailers, and Warehousing and Storage

# A bustling ecosystem from farm to table

**300+**

Farms, Animal production & fishing companies



**1,800+**

Food manufacturers



**700+**

Warehousing & storage companies



**1,800+**

Wholesalers

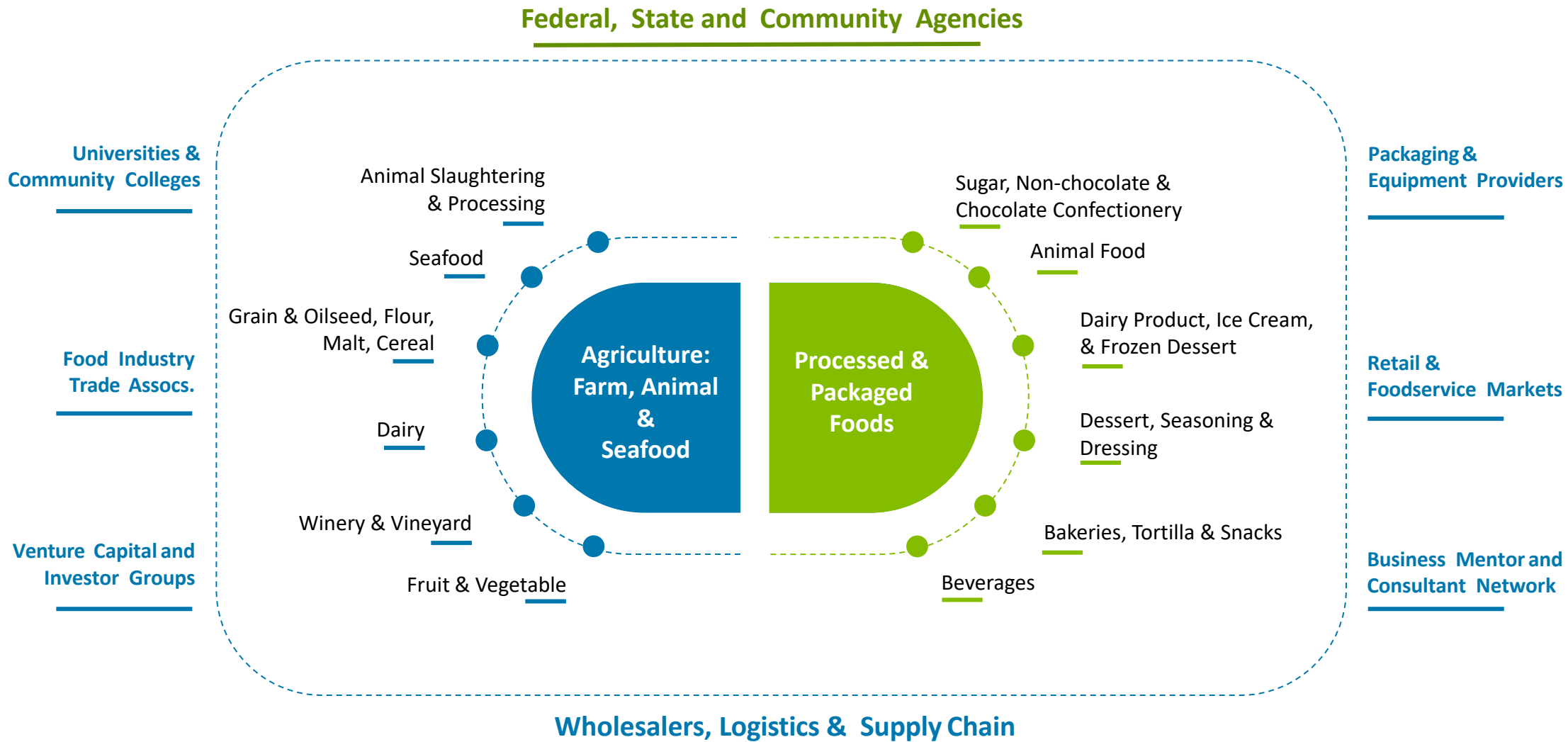


**7000+**

Retailers



# New Jersey Food & Beverages Industries Clusters



# Food & Beverage Manufacturing



## Animal Food Manufacturing



## Dairy Product Manufacturing

- Dairy Product (except Frozen); Ice Cream and Frozen Dessert



## Sugar and Confectionery Product Manufacturing

- Sugar; Nonchocolate & Chocolate and Confectionery



## Bakeries and Tortilla Manufacturing



## Seafood Product Preparation and Packaging



## Animal Slaughtering and Processing



## Grain and Oilseed Milling

- Flour Milling and Malt ; Starch and Vegetable Fats and Oils; Breakfast Cereal



## Fruit and Vegetable Preserving and Specialty Food Manufacturing

- Frozen Food; Fruit and Vegetable Canning, Pickling, and Drying



## Beverages

- Alcohol & Non Alcohol; Winery & Vineyards



## Other Food Manufacturing

- Snack Food; Coffee and Tea; Ingredients, Flavoring Syrup and Concentrate; Seasoning and Dressing

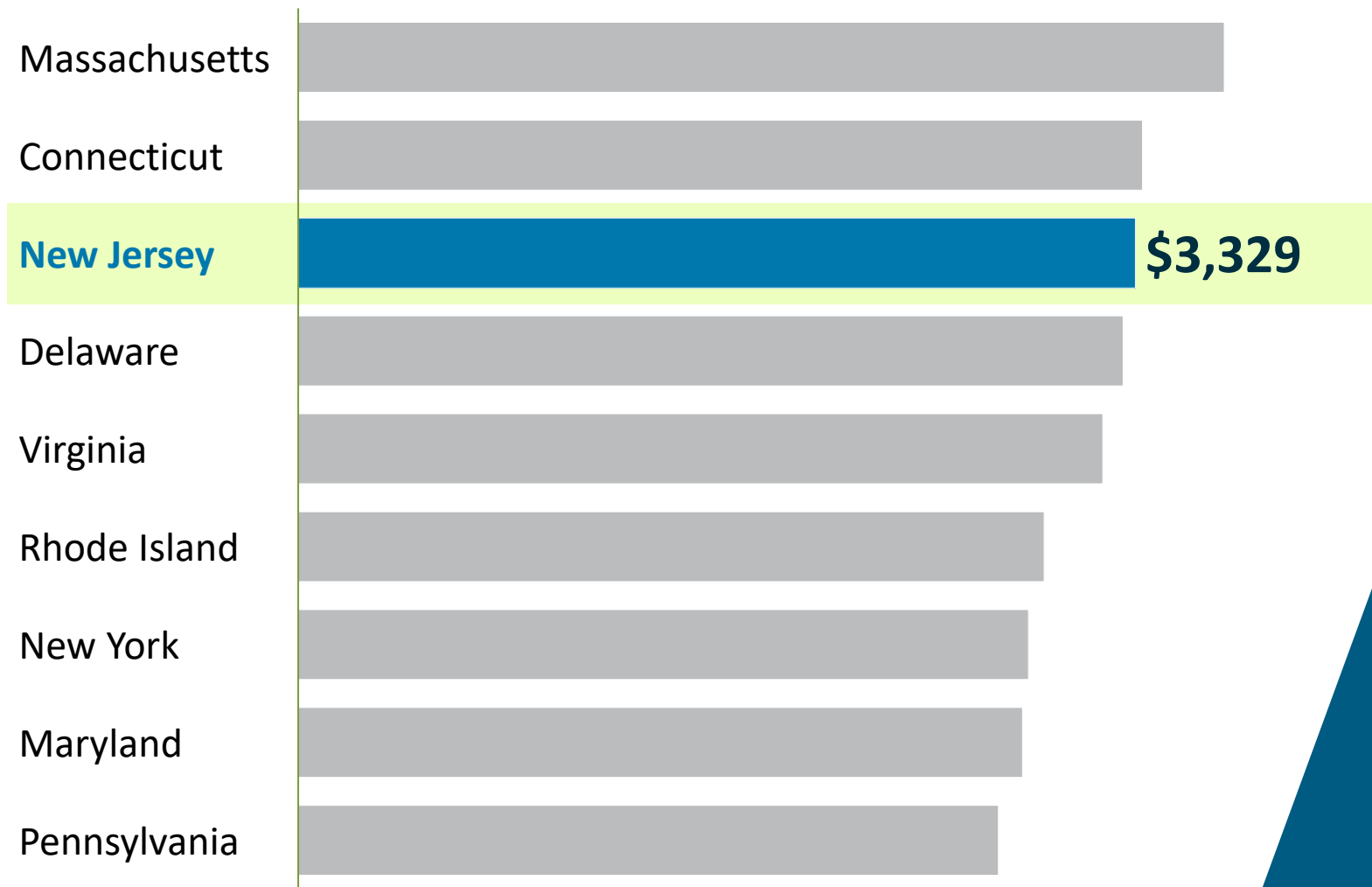
**1,800+**  
Food  
Manufacturers

# NJ Food and Beverage Industry Partners and Associations



 Among the best local customers profiles in the Northeast

Food and beverage grocery spend per capita, 2017



Diverse customers with an appetite

#3

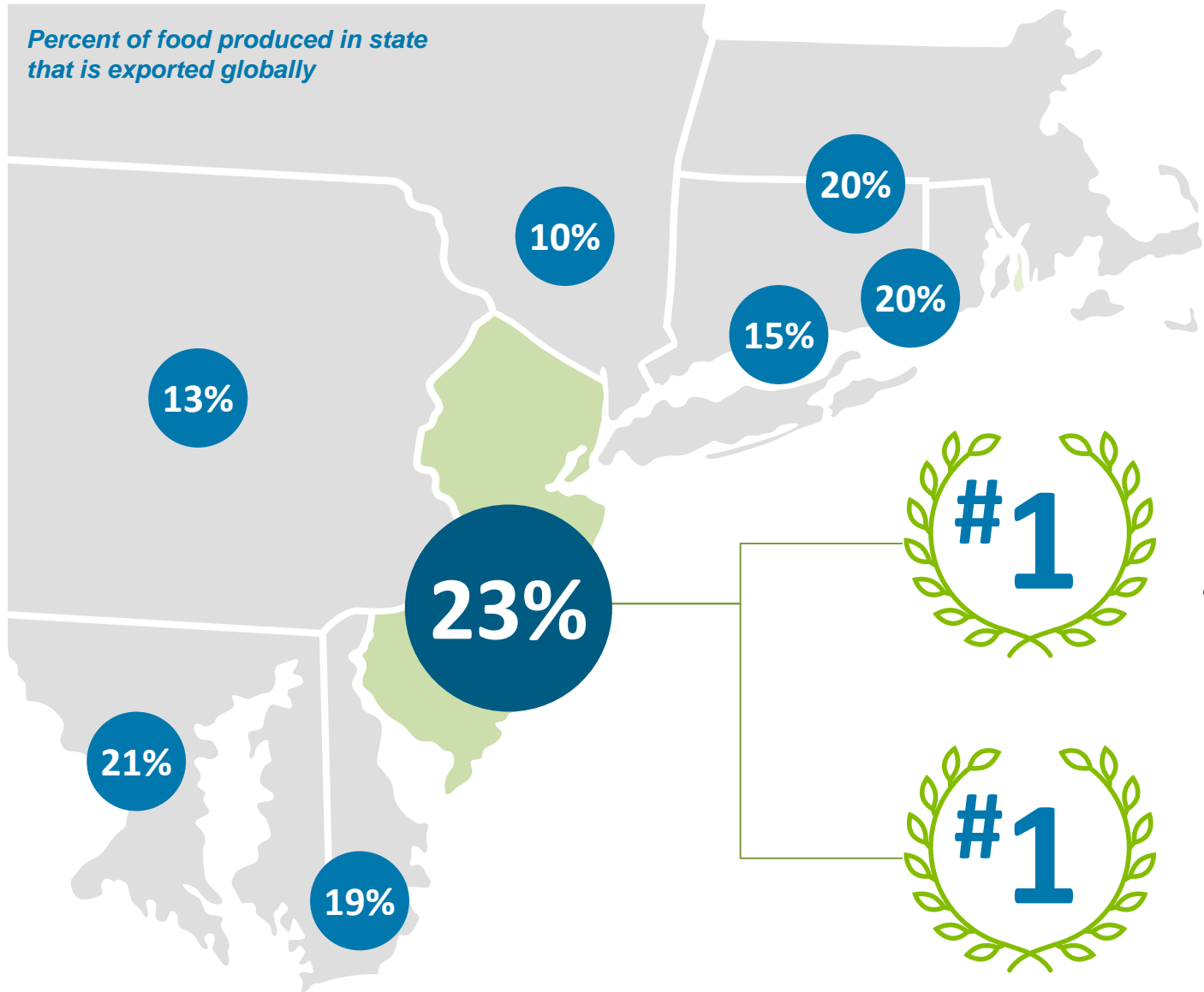
in per capita grocery spend in the Northeast

#1

ranked in cultural diversity in the Northeast



# A real advantage in getting your food and beverage products to the world



state in the Northeast for share of food production that is exported globally – giving you unparalleled access **to global markets and consumers for your products**



port on the East Coast, making importing and exporting a breeze in NJ

# Strong track record of business investment and growing momentum

~560,000 sq. ft manufacturing plant

Major beverage company



HQ to Hoboken, NJ

Leading consumer brand owner



350,000 sq. ft. office space

Major talent software provider



First US warehouse and distribution center

International consumer goods and food exporter



495,000 sq. ft. fulfillment center for 2,000+ ees.

Innovative meal kit service provider



3 fulfillment center locations of nearly 3,000,000 sq. ft.

Global e-commerce giant



250,000 sq. ft flagship US innovation lab for ~11,000 ees.

Leading provider of diagnostics services



2016

2019



E-commerce player acq. by Walmart for \$3+ billion

Doubles size of HQ and opens 700,000+ sq. ft. facility



Big-4 professional services firm

Relocates ~1,000 ees. from NYC to 168,000 sq. ft. facility



Large defense contractor

Adds 300 engineering and skilled jobs



Luxury apparel/ fashion label

93,000 sq. ft. Relocation from Manhattan



Global industrial supply distribution

96 acres, 1,300,000 sq. ft. distribution center

RALPH LAUREN

Luxury apparel / fashion label

Expands existing NJ-presence to 235,000 sq. ft



Global food brand

180,000 sq. ft. HQ and R&D center



**LARGE AND  
GROWING  
TALENT POOL**

**A WORKFORCE  
AT THE READY,  
SUPPORTING FOOD &  
BEVERAGE  
COMPANIES OF TODAY  
AND TOMORROW**



Deep pool of food and beverage workers at the ready



**250,000+**

Workers **employed in the industry**, projected to grow 15% in the next decade



**1<sup>st</sup>**

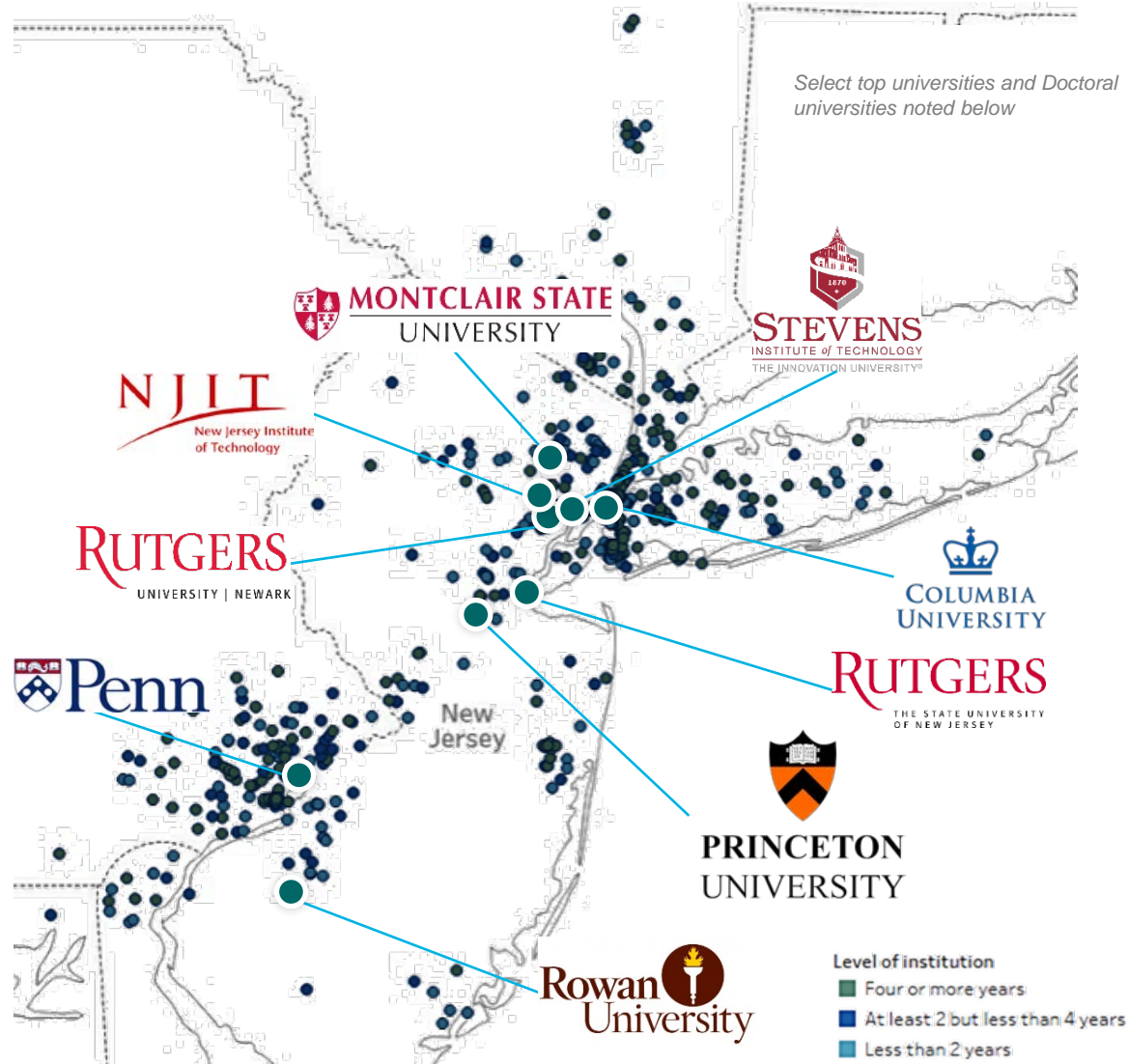
in **scientists and engineers per square mile**



**2<sup>nd</sup>**

Largest pool of **food scientists and technologists** in the country

 **Access to 150+ premier higher education institutions**



**150+**  
institutions in  
the region<sup>1</sup>

**\$6.6 billion**  
R&D expenditures<sup>1</sup>

**25**  
Doctoral  
universities<sup>1,2</sup>

**#1**  
University in the  
country and  
**3 of top 10**<sup>1,3</sup>

1 New Jersey region includes New Jersey state, New York-Newark-Jersey City, NY-NJ-PA MSA and Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA  
2 Includes universities under Carnegie classification: Doctoral Universities: Very High Research Activity, Doctoral Universities: High Research Activity  
3 Includes Princeton, Columbia University and University of Pennsylvania



# Access the only “Soft Landings” incubator in the world devoted to food



**Rutgers Food Innovation Center (FIC)** is a business incubation and economic development accelerator program, which is part of the **New Jersey Agricultural Experiment Station (NJAES)** at Rutgers, The State University of New Jersey

Provides **business and technology expertise** to startup and established **food and value-added agriculture businesses in New Jersey and the surrounding region**

Designated as a **“Soft Landings” site** by **International Business Innovation Association** and the **only Soft Landings Food Incubation Program** in the world

Includes 31,000 sq. ft. facility operated under constant USDA inspection and 46,000 sq. ft. Agricultural Experiment Station



With generous support from our partners, FIC now has facilities that will enable businesses to stay and grow right here in New Jersey [...] look forward to seeing FIC expand and improve opportunities for food and agricultural entrepreneurs in New Jersey and beyond

- Robert M. Goodman  
Executive Director,  
Rutgers New Jersey  
Agricultural  
Experiment Station



# Diverse talent needed to compete in a globally diverse world



<sup>1</sup> United States average is 32%

# A PLACE FOR EVERY EMPLOYEE

TRANSIT-RICH, DIVERSE NEIGHBORHOODS



Newark

BUSTLING, GROWING CITIES



Jersey City



Montclair



Hoboken



Collingswood



Asbury Park



Princeton

ACCESSIBLE, SMALL TOWNS



Ocean City

COASTAL ENCLAVES





A safe and vibrant suburb with incredible schools, world-class dining options, and direct access to New York City



**17**

miles from  
Midtown Manhattan



**12.5**

student-teacher ratios



**86%**

bachelor's degree  
or higher



**7**

Parks and nature reserves<sup>1</sup>



**Top 20** suburb

in America to raise a family



<sup>1</sup> Refers to Upper Montclair specifically. Parks include Anderson Park, Yantacaw Brook Park, the Bonsal Nature Reserve, Mountainside Park, the Presby Memorial Iris Gardens, and parts of Mills Reservation and Brookdale Park

# The #1 Pre-K-12 education system in the country



1

ranked in  
Pre-K-12  
education<sup>1</sup>

Compared to...

9

PA

8

NY

41

TX

28

CA



2 of the top 30  
school districts



3 of the top 20 high  
schools in the US

<sup>1</sup> States are graded and ranked in three categories: Chance for Success (January), School Finance (June), and K-12 Achievement (September).

# A short train ride from New York City but significantly more affordable

If your income in Manhattan is...

**~\$100,000**

after taxes



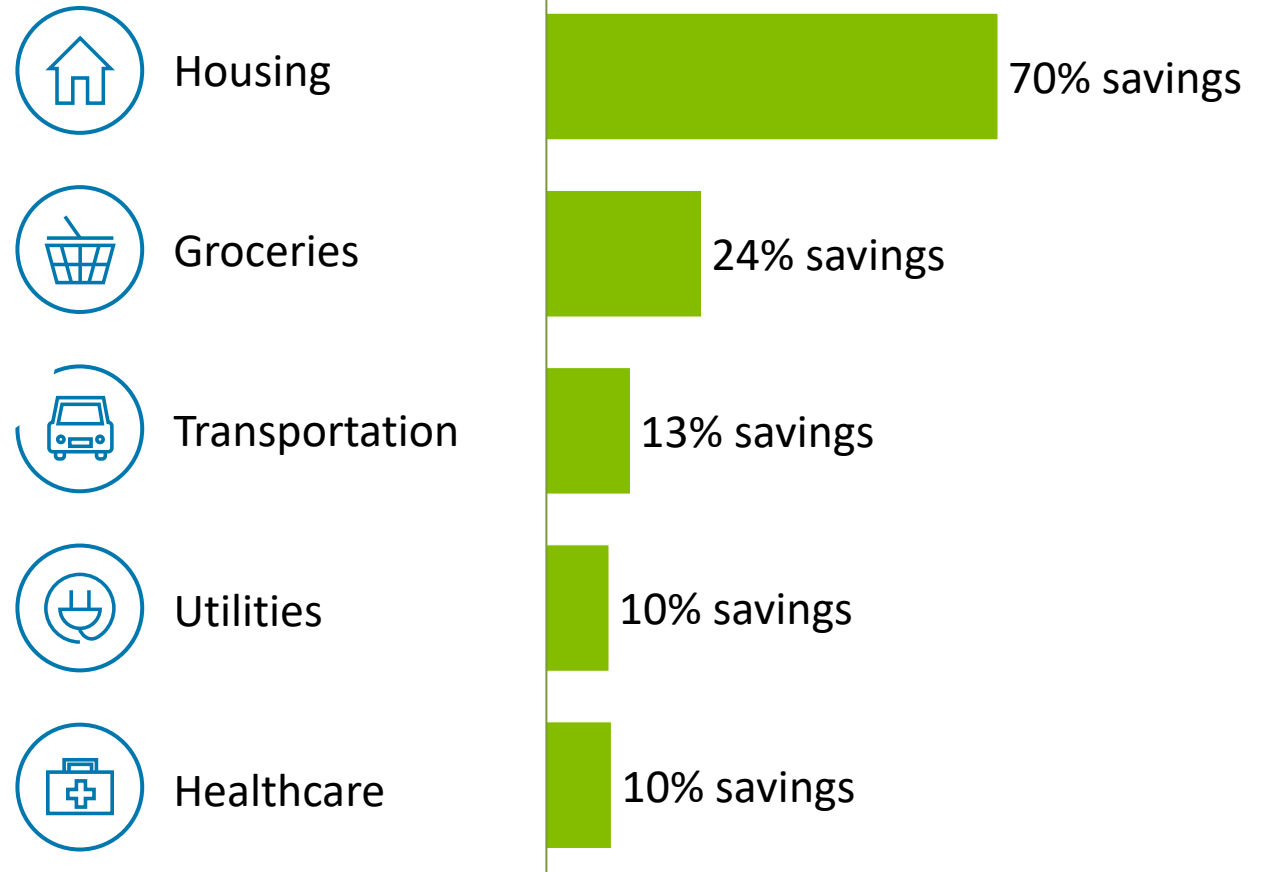
Moving to Newark would get you...

**~\$200,000**

of purchasing power

## Typical savings moving from Manhattan to Newark

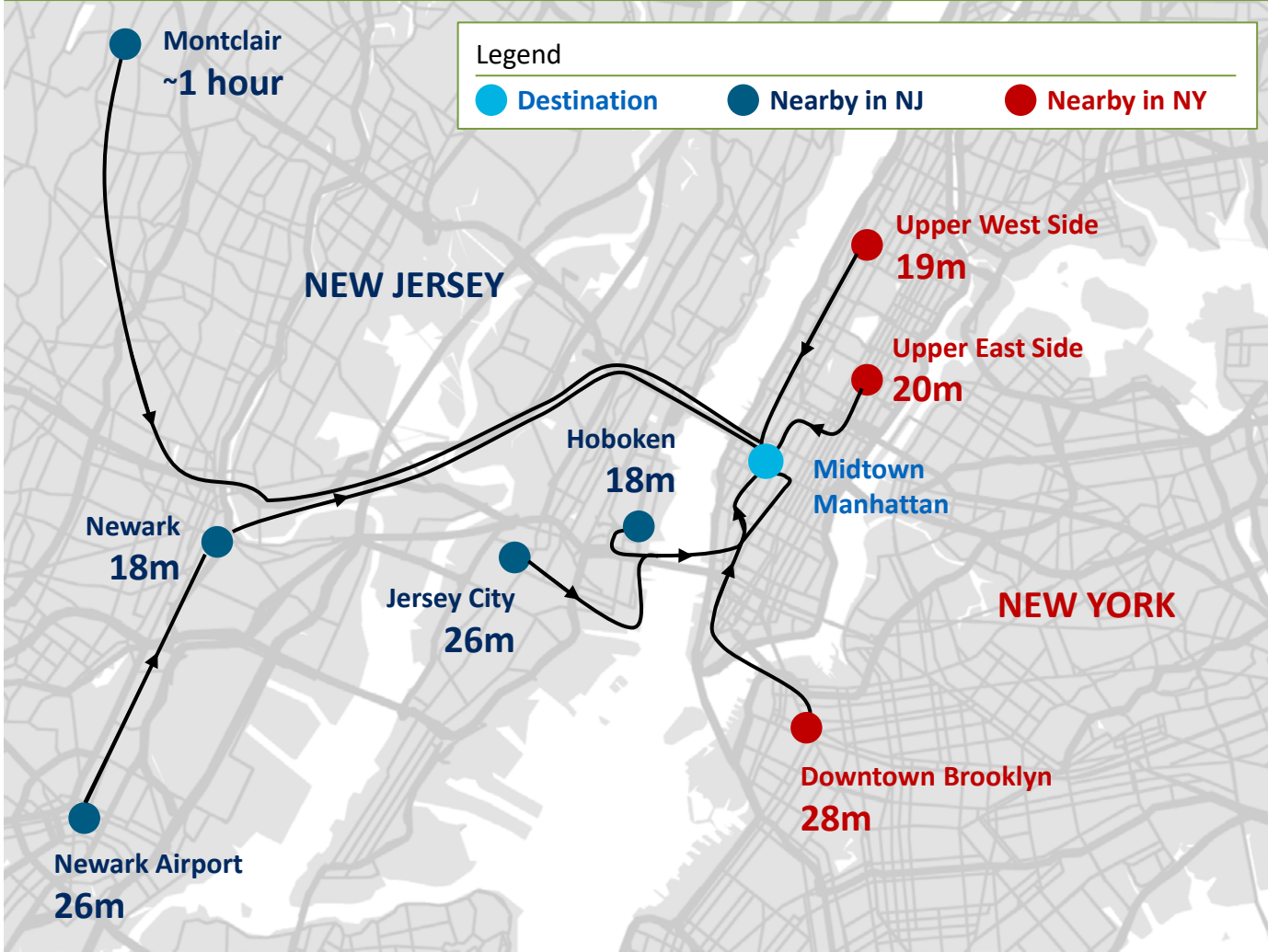
% savings vs. original dollar spend



# Access to New York City and all of its amenities at a fraction of the cost

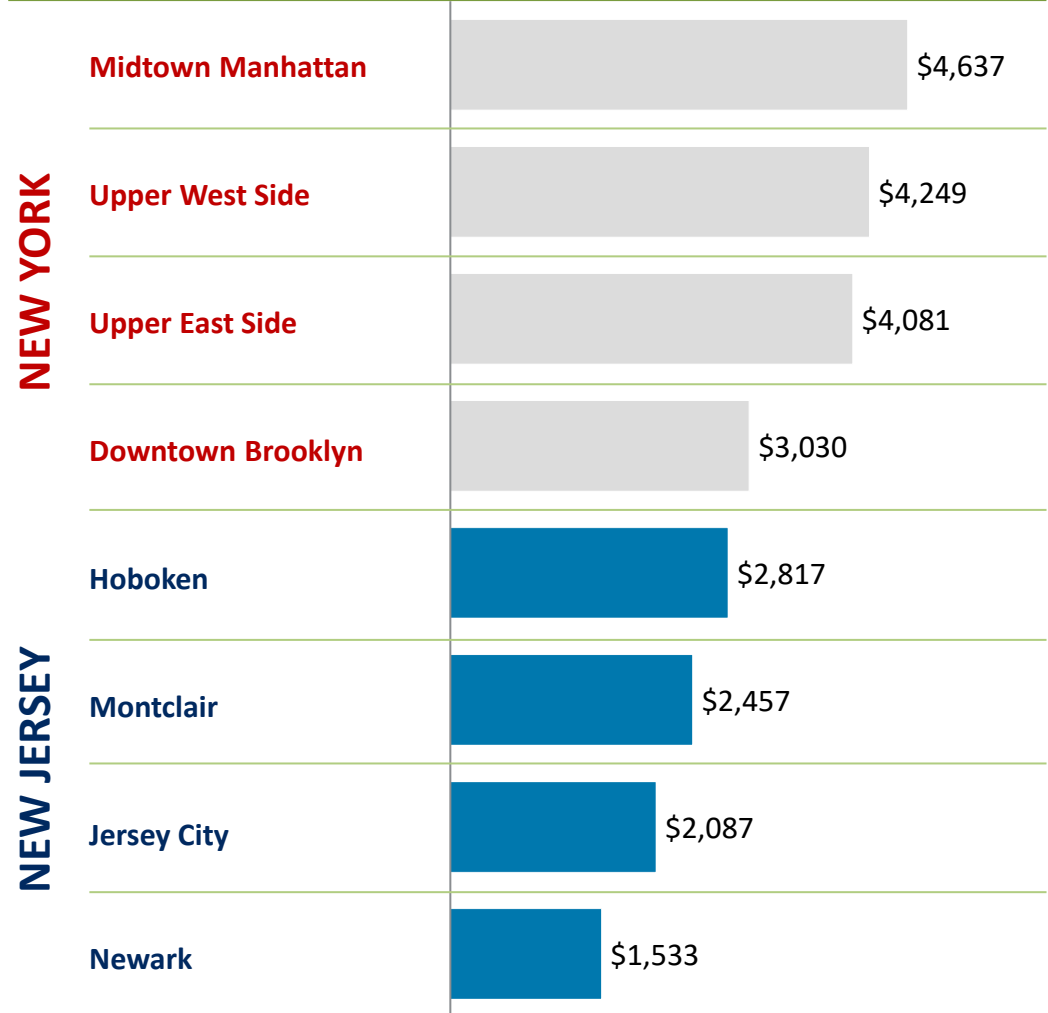
## Easy access to New York City...

Weekday commute time to Midtown Manhattan (Penn Station), minutes



## ...at New Jersey prices

Median market rent (\$ per month, 2019)



SOURCE: Google Maps estimates via public transportation at 8:00 am on Monday morning; in cases where time range is provided, estimate uses average of low and high range; rent data from Zillow Rent Index (April 2019); not standardized by square feet or number of bedrooms given sample size (not able to get more detailed estimates for Montclair or Newark)

# Endless opportunities for leisure



**130**  
miles of  
coastline



**#1**  
beach town  
in America<sup>1</sup>



**9,000**  
farms



**55**  
Historical sites



**400+**  
Lakes, pond &  
reservoirs



**216**  
golf courses



**930**  
miles of hiking



**4**  
Zoos and  
botanical gardens



**28**  
State parks



**16**  
theme parks



**144**  
Museums



**3**  
ski mountains



**10**  
sports stadiums

<sup>1</sup> America's Happiest Seaside Town

SOURCE: Stockton University, State of New Jersey Department of Environment Protection, GolfMax, FunNewJersey.com, Coastal Living, Department of State, Division of Travel and Tourism, State of New Jersey, New York-New Jersey Trail Conference, JerseyFresh, Institute of Museum and Library Services



## A progressive agenda that helps attract diverse, highly-skilled talent



### Governor Murphy Signs Executive Order Creating Future of Work Task Force

October 5, 2018, 3:09 pm | in

**TRENTON** – Governor Phil Murphy today signed an Executive Order establishing the Future of Work Task Force, charged with studying how technological innovation will impact the development of jobs and New Jersey’s economy. He also announced that the task force will be chaired by Chief Innovation Officer Dr. Beth Simone Noveck. The Governor previewed this task force in the Economic Development Strategic Plan he unveiled on Monday.

### New Jersey advances plans for 330,000 zero-emission vehicles by 2025

### Free tuition expands to all of N.J.’s community colleges, Murphy says

Updated May 3, 2019; Posted May 3, 2019

### Governor Murphy Signs Historic, Sweeping Equal Pay Legislation

04/24/2018

*Equal Pay for Equal Work Now Law in New Jersey*

**Trenton** - Fulfilling his commitment to fight gender inequity and support equal pay for women in New Jersey, Governor Phil Murphy today signed into law the most sweeping equal pay legislation in America. The Diane B. Allen Equal Pay Act, named for former State Senator Diane Allen who herself was a victim of bias, strengthens protections against employment discrimination and promotes equal pay for all groups protected by the Law Against Discrimination (LAD).

### In his first bill signing, Murphy restores funding for Planned Parenthood

By **KATHERINE LANDERGAN** | 02/21/2018 01:06 PM EST

### Governor Murphy Signs Legislation to Make Student Loans More Affordable

04/25/2019

*Two New Laws Help Borrowers of NJCLASS Loans Manage their Student Debt and Repair their Credit Scores*

**TRENTON** – Governor Murphy today signed two pieces of legislation to assist student loan borrowers who are struggling with repayment.

We'd love to connect with you!



**Brian Sabina**  
Chief Economic Growth  
Officer  
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Email: [bsabina@njeda.com](mailto:bsabina@njeda.com)



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**Chantel Figueroa**  
Business Development Officer  
Phone: +1 609-297-2194  
Email: [cfigueroa@choosenj.com](mailto:cfigueroa@choosenj.com)