



## BUFFALO NIAGARA SUCCESS STORY

# Redland Food Corp. a division of Trophy Foods

Investment: \$4,637,000 Jobs: 40

### COMPANY OVERVIEW:

Canadian based Trophy Foods Inc. is a manufacturer of nuts, dried fruits, and confectionery and bulk foods. They work with grocery retailers, mass merchandisers, drug channels, and food service customers across Canada and the U.S. to create and produce a wide variety of private label branded products. With headquarters in Mississauga, ON and a second location in Calgary, AB, Trophy Foods has been in operation since 1967.

### PROJECT CHALLENGE:

In 2013, Trophy Foods, experienced significant growth and required additional space. The company needed to expand, and with 5% U.S. sales sought a U.S. facility in order to extend into the American market. A large percentage of Trophy's Foods raw material was already being imported into Canada from the U.S., furthering its desire to set up shop in the U.S. They considered undertaking the expansion in the greater Detroit area or Buffalo Niagara, making it imperative for Invest Buffalo Niagara to provide the necessary data and guidance to ensure Trophy Food's expansion take place in our region.

### PROJECT SOLUTION:

After exploring both potential locations, Trophy Foods found Buffalo Niagara's close proximity to its Canadian headquarters, strong workforce, and low cost of doing business critical in its decision to locate in the region. Invest Buffalo Niagara also helped Trophy Foods navigate immigration requirements, Food and Drug Administration regulations and the incentive process. Trophy Foods received benefits from Empire State Development Corporation (ESDC) through the Excelsior program.

Trophy Foods selected a facility on Sonwil Dr. in Cheektowaga. The facility will be called Redland Food Corp., where they will invest \$4,637,000 and create 40 new jobs.



Carolyn Powell, BNE Business Development Manager and Brian Paul, Trophy Foods Inc. President and COO at Trophy Foods Inc.

*"Redland Foods is excited to begin a new chapter in an almost 50 year history of bringing snacking, baking and confectionary food products to consumers with our new facility in Cheektowaga. Invest buffalo Niagara played an important role in supporting our decision making process and connecting us to suppliers, services and customers in the Western NY area."*

*- Brian Paul, Trophy Foods Inc. President & COO*

