



Case Study

The incentives might have been the single most important driver in completing this transaction

Requirement

We met the founder of HelloFresh in 2013. At that time HelloFresh was using a PRW (public refrigerated warehouse) in a footprint under 10,000 sf and they also rented a small office in Manhattan.

As their business flourished, they reached out to us to provide guidance and advice in all aspects of the real estate business as it relates to site selection, negotiation, refrigeration and incentives.

Approach

We have researched numerous sites and buildings for the Client and utilized our experience and market knowledge to provide them with the best options available for them.

Results

HelloFresh has grown to a \$2 billion valuation and completed eight (8) transactions totaling over 600,000 sf in New York, New Jersey, Texas & California. Our most recent transaction at 60 Lister Avenue in Newark, NJ highlights many of the services that can be provided.

- NAI Hanson assisted HelloFresh in selecting this 352,000 sf building on 16.7 acres to be their US Flagship Food Production Distribution Center.

We played an intricate role in:

- Site selection – utilized the NAI network to orchestrate a multi-state search and comparison was conducted including build to suit alternatives.
- Cost analysis - helped the client analyze build to suit vs. existing refrigeration vs. dry space that needed to be built out.
- Transaction management - brokered lease transaction.

- Construction/design of build-out, which consists of 150,000 sf refrigerated and freezer - advised on design, provided professionals and were involved in interview and bid process.
- Disposition/marketing of un-used space - marketing and leasing of 100,000 sf of expansion space at the new location and subleasing 45,000 sf of refrigerated/freezer space at previous location.
- Incentives assisted in all aspects.
- Identified the key incentive qualifying components (location, labor #, industry sector).
- Provided professionals and assisted in the interviewing process of hiring local specialist and subordinating with Grow NJ.
- Assisted in the Qualification process.
- Provided a cost analysis/site selection model of multiple possible locations.

Incentives achieved - \$25,000,000 Grow NJ

As a part of the same move, we also successfully assisted HelloFresh qualify for an **additional \$12,000,000** in incentives for the 13,321 sf call center deal completed at 3 Gateway Center in Newark, NJ. **The total incentive package was \$37,000,000.**

The incentives might have been the single most important driver in completing this transaction. We worked with Grow NJ and later introduced Biggins Lacy Shapiro & Company to secure the two incentive packages.