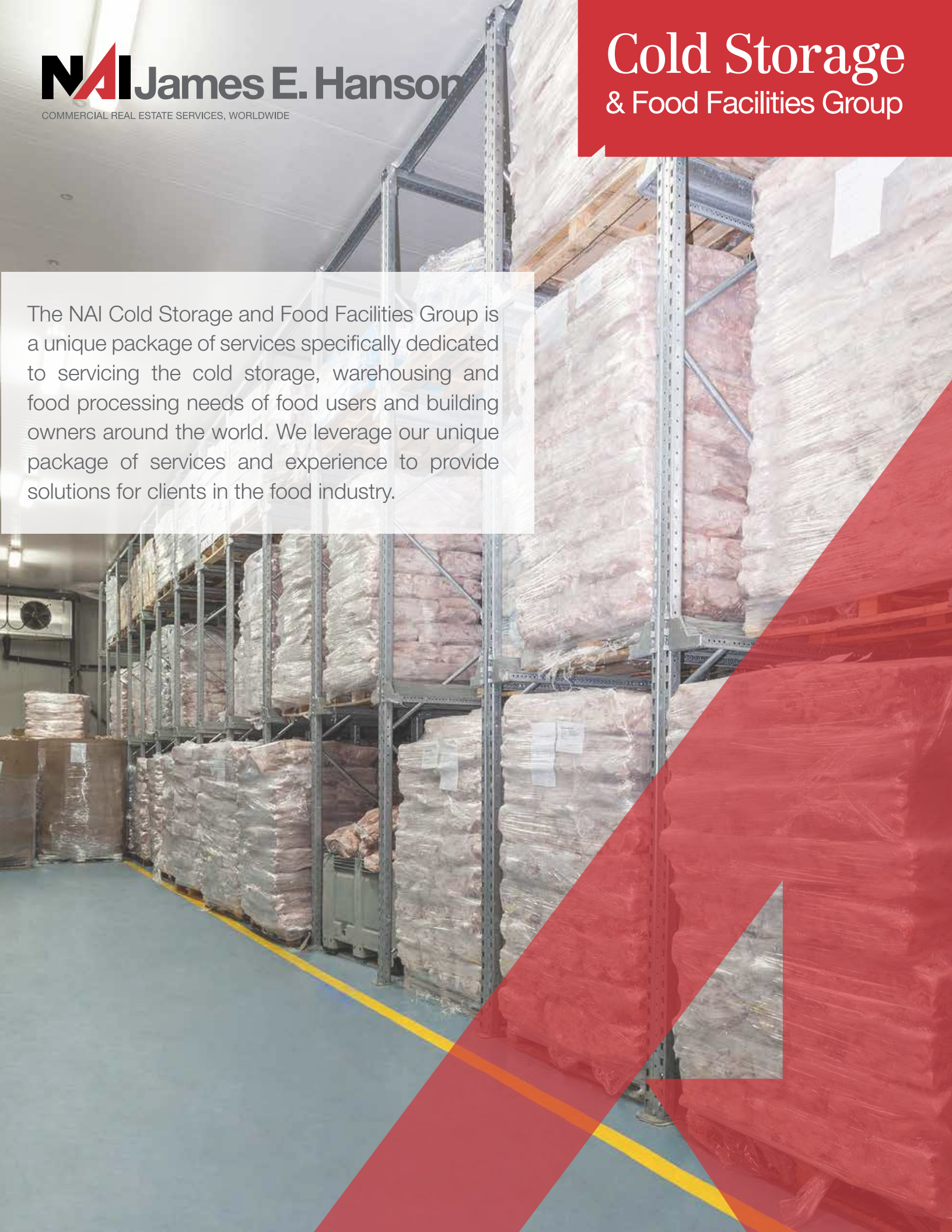


The NAI Cold Storage and Food Facilities Group is a unique package of services specifically dedicated to servicing the cold storage, warehousing and food processing needs of food users and building owners around the world. We leverage our unique package of services and experience to provide solutions for clients in the food industry.





# What We Do

“Niche Market”, as defined by Wikipedia, is a focused, targetable portion of a market sector. By definition, then, a business that focuses on a niche market is addressing a need for a product or service that is not being addressed by mainstream providers. It is this definition that drives our business interest in the cold storage market. Throughout the last few years NAI James E. Hanson has been active in the cold storage arena, with involvement in organizations such as IARW, IRTA, and WFLO. We have also been assisting in transactions involving acquisitions, dispositions, site relocations and leasing.



## Areas of Expertise

- Freezer facilities/refer facilities sales and marketing and leasing
- Tenant representation
- Dry food distribution facilities
- Build to suits
- Location advisory
- Sale leaseback
- Property valuation
- Manufacturing & special packaging facilities
- FDA & USDA facilities
- Property management
- State and Federal incentives advice

## Relevant Clients



# Case Study

60 Lister Avenue, Newark, NJ  
352,000 sf on 16.7 acres



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

Over the past couple of years we have partnered to help provide guidance and advice in all aspects of the business as it relates to real estate site selection and negotiation, refrigeration and incentives. The Client has grown to a \$2 billion valuation and 8 transactions totaling over 600,000 sf in NY, NJ, TX and growing. 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 location 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
- **Transaction Management** - brokered lease transaction

- **Construction/Design** of build-out, which consists of 150,000 sf refrigerated and sf freezer - advised on design, provided professionals and assisted in overseeing bid process

- **Disposition/Marketing of Unused 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

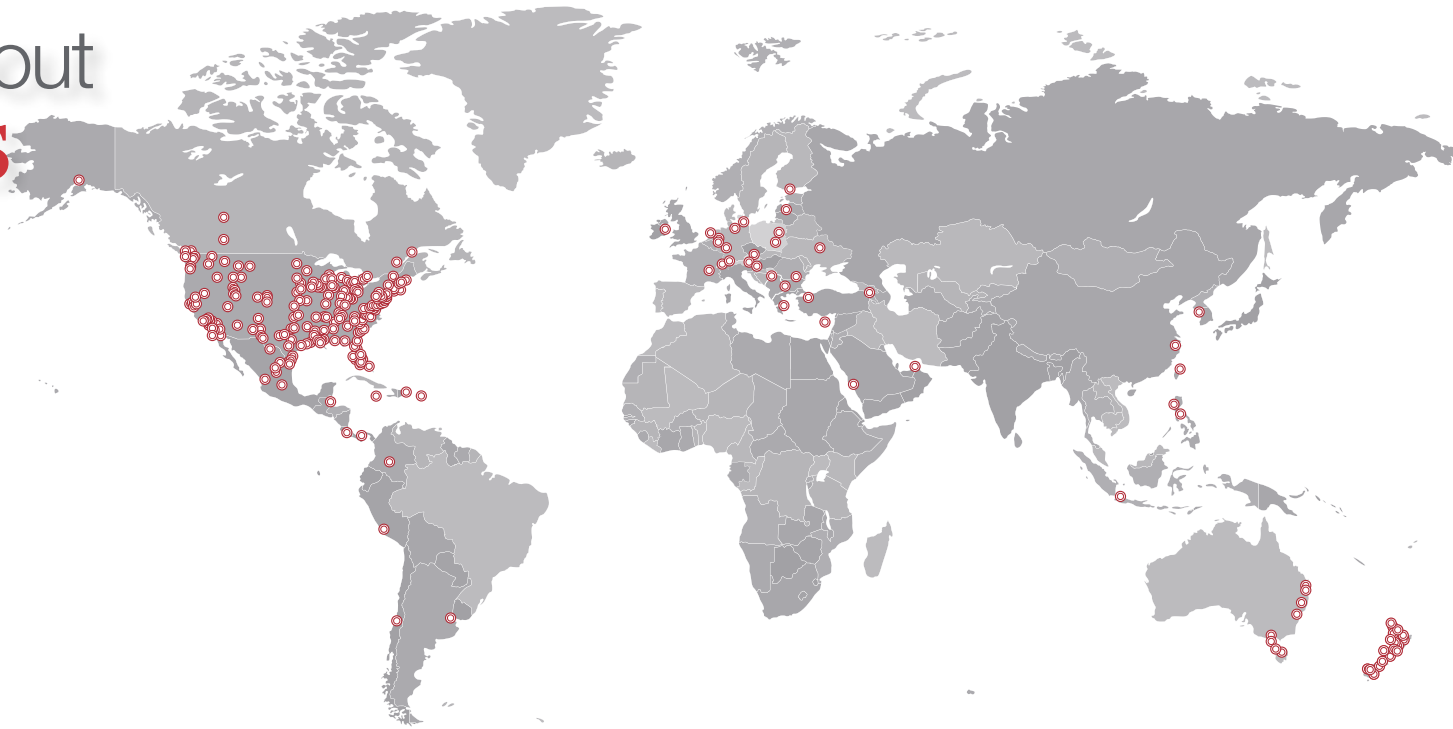
- **Incentives** - assisted in incentives qualification process and in hiring local specialist

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

As a part of the same move we also successfully in assisted HelloFresh qualify for an addition \$12,000,000 in incentives for the 13,321 sf call center deal completed at 3 Gateway. 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 to secure the two incentive packages.

Dry warehouse building built in 2014 by Morris and later purchased by ProLogis, the largest industrial worldwide owner during the transaction.

# About Us



Over the years we have developed our process and unique package of services specifically designed to help users and owners in the food sector. We have built relationships and have access to nearly (8,000) USDA/FDA users, (800) public refrigerated warehousing contacts, and many major design and construction companies. This is a unique marketplace and is underserved from a real estate perspective. It has been our focus to provide real estate services to the cold storage and food processing arena.

NAI James E. Hanson has been a leading independent full-service brokerage and property management firm since 1955. NAI Hanson is also one of the original members of the NAI Network. NAI Global is an international commercial real estate network of 6,000+ professionals and 375+ offices in 35+ countries throughout the world. NAI professionals work tougher with our Global Management Team to help our clients strategically optimize their real estate assets.

**375+** offices  
**35+** countries  
**6,000+** agents

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