



# Case Study

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

## Requirement

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

HelloFresh has grown to a \$2 billion valuation and has made recent acquisitions of competitors enabling its growth through north America.

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.

## Approach

We 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

We have assisted in 10 transactions in the US and Canada totaling over 650,000 sf. One of our most notable transactions was the selection of 60 Lister Avenue in Newark, NJ, a 352,000 sf building on 16.7 acres. It became their US Flagship Food Production Distribution Center.

We played an intricate role in:

- Site selection – we utilized the NAI network to orchestrate a multi-state search and comparison was conducted including build-to-suit alternatives.
- Cost analysis - we helped the client analyze build-to-suit vs. existing refrigeration vs. dry space that needed to be built out.
- Transaction management - we brokered the lease transaction.
- We provided both freezer and general construction professionals and assisted in overseeing bid process.

- We provided logistics and material handling advice and recommended professionals.
- Disposition/marketing of un-used space - we marketed and leased 100,000 sf of expansion space at the new location and subleased 45,000 sf of refrigerated/freezer space at a previous location.
- Incentives - we assisted in the incentives qualification process and in hiring a local specialist
- We identified the key incentive qualifying components (location, labor #, industry sector, capital outlay).
- We also provided professionals and assisted in the interviewing process of hiring local specialists and subordinating with Grow NJ.
- We also assisted in the Qualification process.
- We 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.