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**Contact:**

Laura Magee (ESD) | [laura.magee@esd.ny.gov](mailto:laura.magee@esd.ny.gov) | (716) 846-8239 | (800) 260-7313

David Stoklosa (Love Beets) | [David.stoklosa@lovebeetsusa.com](mailto:David.stoklosa@lovebeetsusa.com) | (585) 683-1004

ESD Press Office | [pressoffice@esd.ny.gov](mailto:pressoffice@esd.ny.gov) | (800) 260-7313

**Empire State Development Announces Grand Opening of Love Beets USA  
in Rochester**

*111 New Jobs at Eastman Business Park as a Result of LiDestri Foods and G's Fresh  
Partnership*

*Project Complements "Finger Lakes Forward" – Region's Successful Upstate  
Revitalization Initiative to Grow the Economy and Create New Opportunities*

Empire State Development (ESD) today congratulates Love Beets USA, LLC on the grand opening of its new \$19 million, 100,000 square foot facility in Rochester. The company will process and package fresh, marinated and organic beets and beet products at the LiDestri Foods manufacturing complex at Eastman Business Park. Love Beets currently employs 111 and is expected to increase to 140 full-time employees within three years. Additionally, local growers are expected to benefit with sharply higher demand of organic beet crops and opportunity to move their products into new markets and increase sales. Love Beets has a goal of having the majority of its beets sourced by New York State farmers.

"Love Beets is another success story for the Greater Rochester region," said Empire State Development President, CEO & Commissioner Howard Zemsky. "With G's Fresh partnering with Fairport's own LiDestri Foods, Love Beets is creating processing jobs in the Rochester-area and using locally-sourced vegetables grown by area farmers."

"Today marks the culmination of a very aggressive project and production implementation plan," said Love Beets Manager Director David Stoklosa. "To think just 12 months ago we had started with an empty warehouse, no equipment, and no employees, to now producing 100,000 pounds of beetroot a week for our customers. It exemplifies the level of commitment shown by both parent companies and by each and every one of our employees, and I couldn't be more proud of what we accomplished together."

The project represents the first production of Love Beets in the U.S. Love Beets products had been produced solely in the UK and were introduced in the U.S. in 2011. LiDestri Foods Inc. of Fairport and G's Fresh Ltd. of the United Kingdom, both multi-generational, family-owned private enterprises, partnered to form Love Beets Production, LLC. G's Fresh, which currently produces Love Beets abroad, invested in the new partnership and leveraged LiDestri's leadership in the food industry to produce its popular product in Rochester and will be expanding its distribution throughout the U.S. and North America.

The economic support and assistance from local and state agencies was a critical factor in locating the Love Beets processing plant in Rochester. New York State, through Empire State Development, is providing a \$1 million capital grant, up to \$1.5 million in Excelsior tax credits and a \$5.34 million low interest loan.

Assembly Majority Leader Joseph D. Morelle said, "Today marks yet another significant step forward for Eastman Business Park and further highlights the continued growth of our region's economy. This joint venture will not only provide a vital source of employment and economic opportunity for the local community, but it will also promote New York's vibrant agricultural industry. I thank Governor Cuomo and all of our local partners who worked to make today's grand opening a reality."

Senator Joe Robach said, "This is an exciting day for Eastman Business Park, the Rochester community and our local workforce as Love Beets officially opens business, bringing over 100 jobs and its world-renowned products to our region. The addition of Love Beets is the latest example of the incredible growth of LiDestri Foods and the evolution of Eastman Business Park, and a sign of more success to come for all parties involved."

Monroe County Executive Cheryl Dinolfo said, "Monroe County is proud to celebrate the success of Love Beets as an economic driver and job creator. Through tax incentives, Monroe County has supported and encouraged this venture, which will utilize our local assets in both manufacturing and agriculture. We have always been a strong supporter of LiDestri Foods and Love Beets is especially exciting because it not only delivers jobs to the region but also supports our local growers and farmers."

Greater Rochester Enterprise President & CEO Mark S. Peterson said, "G's Fresh was drawn to the Rochester region's rich agricultural assets and extensive food production expertise. They have found an exceptional partner in LiDestri Food & Beverage to help accelerate the growth of Love Beets' entry into the U.S. market."

Eastman Business Park (EBP) is now well positioned and already supporting companies in energy innovation, bioscience material manufacturing, and functional films to put Finger Lakes on the national manufacturing map. With state support and leadership, EBP has overcome barriers to redevelopment and growth, is home to 65 companies and more than 5,000 non-Kodak employees, and is now poised to become a

national hub of next generation manufacturing in energy storage technologies, functional films, biomaterials and food processing.

### **About G's Fresh, Ltd**

Headquartered in Cambridgeshire, UK, G's Fresh Ltd, is one of Europe's leading fresh produce businesses who have over 25 years of beetroot growing and processing experience. For more information, visit [www.gs-fresh.com](http://www.gs-fresh.com).

### **About LiDestri Food & Beverage**

Headquartered in Rochester, NY, LiDestri Foods, Inc., [www.lidestrifoods.com](http://www.lidestrifoods.com) is the nation's leading manufacturer of tomato based sauces, salsas and dips, with manufacturing locations in Fairport and Rochester, NY, as well as California, New Jersey and Pennsylvania.

### **Accelerating Finger Lakes Forward**

Today's announcement complements "Finger Lakes Forward," the region's comprehensive blueprint to generate robust economic growth and community development. The State has already invested more than \$3.4 billion in the region since 2012 to lay the groundwork for the plan – investing in key industries including photonics, agriculture and food production, and advanced manufacturing. Today, unemployment is down to the lowest levels since before the Great Recession; personal and corporate income taxes are down; and businesses are choosing places like Rochester, Batavia and Canandaigua as a destination to grow and invest in.

Now, the region is accelerating Finger Lakes Forward with a \$500 million State investment through the Upstate Revitalization Initiative, announced by Governor Cuomo in December 2015. The State's \$500 million investment will incentivize private business to invest well over \$2.5 billion – and the region's plan, as submitted, projects up to 8,200 new jobs. More information is available [here](#).

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