



Spotlight on Success: Müller Quaker Dairy & PepsiCo

Over 200 new jobs created in the Genesee Valley with the help of ESD's Excelsior Job Program

Last fall, Governor Andrew M. Cuomo joined with PepsiCo Chairman and CEO Indra Nooyi and Theo Müller Group CEO Heiner Kamps in the Genesee Valley Agri-Business Park, Batavia, to celebrate the start of construction of a new yogurt manufacturing facility by Muller Quaker Dairy. Now less than a year later, the more than \$200 million, 350,000 square foot facility - one of the country's largest yogurt manufacturing plants - is up and running, making yogurt for New Yorkers and people across the nation.



"The Muller Quaker Dairy yogurt facility is yet another example of how this is a new New York State, partnering with the private sector to create jobs and grow new industries," said Governor Cuomo. "This project demonstrates that leading international companies like PepsiCo and Müller see New York as a premier place to invest and the natural choice for their first venture into the yogurt business. With over \$200 million in private investment and nearly 200 new jobs, this opportunity is another strong boost to the region's growing dairy industry."

Müller Quaker Dairy entered the U.S. dairy market last month with innovative premium yogurt products. It is the first entry by both PepsiCo and Müller into U.S. dairy aisles. The products - Müller™ Corner™, Müller™ Greek Corner™ and Müller™ FrütUp™ - all offer a new way to enjoy yogurt with add-ins you can flip, stir or dip. They are initially being sold through supermarket and club retailers in the Northeast and Mid-Atlantic. To read more, [click here](#).

Adirondack Challenge Promotes the North Country as a Premiere Tourism Destination

\$1M "I Love NY" ad campaign brings further attention to the region



NYC Mayor Michael Bloomberg and Governor Cuomo prepare for the whitewater raft race

Over 100 canoers, 225 white water rafters and 1,000 festival goers were able to experience New York's spectacular Adirondack region like never before as part of the inaugural Adirondack Challenge. The event, held on July 21 + 22 in and around the town of Indian Lake, included an internationally competitive amateur and professional canoe race, as well as an all-day outdoor festival with live bands, demos and displays, kids activities and a Taste NY tent featuring samples of NY-made food and beverages.

The centerpiece of the Challenge was the Governor's Invitational Whitewater Raft Race, where tourism industry and other business leaders, labor leaders, media, commissioners and elected officials including NYS legislative leaders and New York City Mayor Michael Bloomberg joined Governor Cuomo in navigating the rapids of the Indian River.



Governor Cuomo (left front) navigates the whitewater of the inaugural Adirondack Challenge.

The event had the desired result of celebrating and promoting this underexposed gem of the Empire State. Media coverage included: dozens of articles in outlets like the Associated Press, New York Times and Wall Street Journal; reports during TV newscasts all across the state; and national television pieces on CBS *This Morning* [<http://cbsn.ws/1aGf1oI>] and the CBS *Evening News*. For the full story, [click here](#).

NYLOVESFILM: Post Production Stakes a Claim in Western NY

Partnership between Empire Visual Effects and Daemen College heralds the growth of a new industry for the region



Lt Governor Robert J. Duffy addresses the media at Daemen College

Big news for Buffalo, and the New York State's thriving film industry! Empire Visual Effects, a new post-production, visual effects and animation company, is coming to Buffalo. The company, which will partner with Daemen College, has pledged to create 150 new visual effects and other post production jobs within five years - jobs that will pave the way for the creation of a new post production and visual effects industry in Western New York.

"We are pleased to welcome Empire Visual Effects to the City of Buffalo as they plant their roots in Upstate New York," said Governor Cuomo when the plan was announced. "The establishment of Empire Visual Effects is evidence of the great potential of transforming Upstate and Western New York into a major film, animation and post production destination for the industry. I am confident the momentum, coupled with our Buffalo Billion commitment, will drive even more investment and projects to this region. This will mean more good-paying, high-tech jobs for New Yorkers in an exciting field." For the full story, [click here](#).



Lt Governor Robert J. Duffy & Officials from Empire Vision and Daemen College

ESD Announces EVP of State Marketing Strategy

Richard Newman will draw on 30 years experience to further integrate New York State's marketing efforts



Empire State Development is proud to announce a new member of our team. [Richard Newman](#) joined us last month as Executive Vice President of State Marketing Strategy. Mr. Newman brings over 30 years of marketing experience developing fully integrated campaigns for a wide array of companies, including American Express, Coca Cola, Campbell's Soups, Procter & Gamble and Unilever - and comes at an exciting time for ESD.

He will oversee all ESD marketing initiatives including our largest tourism campaign in decades, Start-Up NY, Open for Business and Taste-NY.

In announcing his appointment, ESD President, CEO & Commissioner Kenneth Adams said, "This administration has made private sector job growth its number one priority. Key to this is making sure businesses, consumers and travelers are aware of all New York State has to offer, from new tax-free communities to world-class travel destinations. With decades of marketing experience, Mr. Newman will play an integral role in telling the *new* New York story, and promoting further economic growth and development all across the state." For the full story, [click here](#).

ESD Events

ESD-related activities around New York State that you can attend



From August 22nd - September 2nd [The Great New York State Fair](#) is a 12-day showcase of agriculture, entertainment, education and technology. Empire State Development and the Division of Tourism will both host booths in Center of Progress building, part of the Fair's annual celebration of the economic, cultural and institutional strengths indigenous to New York with a special emphasis on agriculture as one of the state's largest and most important industries. Along with twelve days of expositions, the Fair will offer various forms of affordable entertainment and amusement for families and friends, and showcase the talents, skills and aspiration of our youth. [View full schedule.](#)

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