

Santa Clarita Valley Economic Development Corporation

BUSINESS ATTRACTION

Case Study



DrinkPAK is a premiere West Coast contract manufacturer of premium alcoholic and non-alcoholic beverages, providing comprehensive operational services including procurement support, complex batching and processing, filling, packaging, and on-site storage and distribution. DrinkPAK chose the Santa Clarita Valley to create a 572,410 SF state-of-the-art contract manufacturing campus.



COMPANY NEED

DrinkPAK was seeking a new location in Southern California to establish their first dedicated contract manufacturing facility. Its principals have a long and successful track record creating beverage brands, then selling these brands along with their manufacturing facilities to world-class companies such as PepsiCo and Keurig Dr. Pepper. This new facility would be a substantial initial and longer-term investment in beverage processing and storage equipment to produce beverage products for brands that will be owned by the DrinkPAK and its affiliates.



COMPETITION

DrinkPAK chose to begin their search in Ventura County after previously experiencing a painful and difficult process in permitting of another facility in Los Angeles County. They had worked in Ventura County before and had a positive experience but were unable to find a building that suited their needs. Eventually, they turned back to LA County to continue their site search.



SOLUTION

After exploring many options, DrinkPAK landed on a building in the Center at Needham Ranch as the optimal location for their project. SCVEDC worked closely with DrinkPAK and Needham Ranch developers, helping to facilitate meetings and introductions to many agencies in SCV. As a result, DrinkPAK was able to achieve expedited permit processing with the City of Santa Clarita and County of Los Angeles, and rapidly connect with SoCal Gas for gas line routing, Sanitation District for discharge requirements, LA County Fire Dept. for truck loading/parking modifications, and the LA County Health Department for permitting of the production facility. SCVEDC also introduced many tax incentives and resources that would benefit DrinkPAK in SCV.



RESULTS

The collaboration of SCVEDC, Trammel Crow and Clarion Partners, and all City and County agencies underscored the business-friendly nature of SCV. As demand for their products surged, DrinkPAK chose this region for expansion, first signing a lease for 172,324 SF, and then signing for an additional two buildings to create a campus of 572,410 SF. Their plans called for a state-of-the-art, 3-line beverage contract manufacturing, packaging, and fulfillment center. The project will result in hiring of 425 employees in the next five years, with a total five-year economic output of more than \$1.3 billion, labor income of more than \$402 million, and over \$35 million in State, County, and local fiscal revenues.

