



WHY DALLAS - FOOD INDUSTRY

DALLAS REGIONAL CHAMBER®

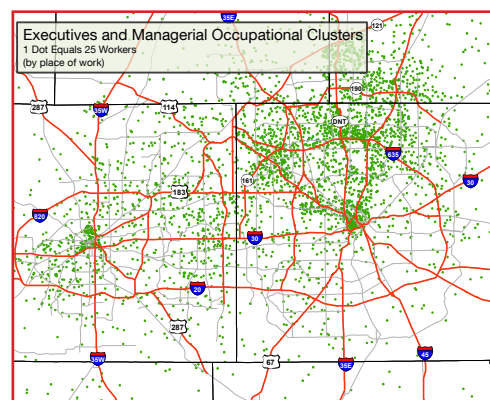
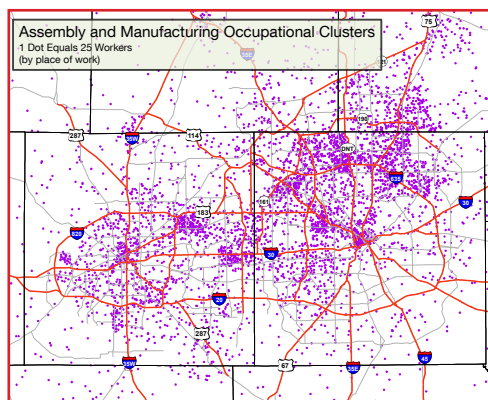
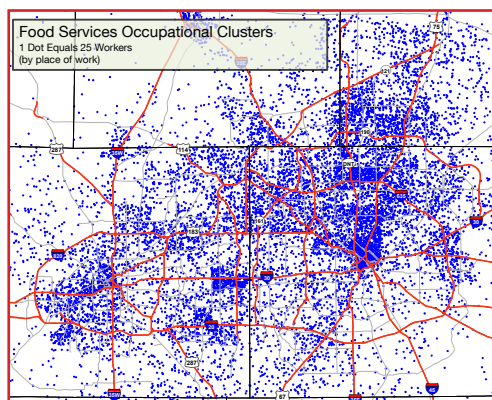
www.dallaschamber.org

For more than a century, the Dallas Region has served as a hub for the Food and Beverage industry sector. From corporate headquarters, to production and distribution, to retail businesses, more than 15,000 establishments account for nearly 370,000 jobs locally. Longtime institutions in Dallas' Food and Beverage sector include Frito-Lay, Dean Foods and Brinker International. The sector continues to grow with the additions of Jamba Juice, Golden State Foods and Farmer Brothers coffee, which have recently relocated or expanded in the region.

FOOD INDUSTRY HEADQUARTERS AND SIGNIFICANT OPERATIONS



OCCUPATION CLUSTERS

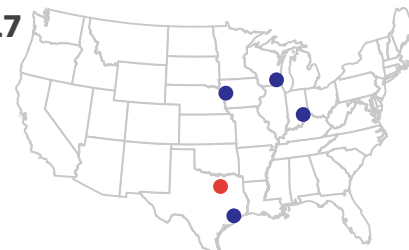


FOOD & BEVERAGE INDUSTRY TOP METROS

**SITE
SELECTION
MAGAZINE**

#1 MOST COMPETITIVE CITIES IN NORTH AMERICA, 2017 FOOD & BEVERAGE INDUSTRY SECTOR DALLAS-FORT WORTH-ARLINGTON, TX

- #2. CHICAGO-NAPERVILLE-ELGIN, IL-IN,WI
- #3. CINCINNATI, OH-KY-IN
- #4. SIOUX CITY, IA,NE-SD
- #5. HOUSTON-THE WOODLANDS-SUGARLAND, TX



TOP FOOD MANUFACTURERS IN DALLAS-FORT WORTH



INNOVATION AND TRENDS

- **ZIOSK:** Dining services tech platform Ziosk was invented in Dallas. Ziosk allows diners to browse restaurant menus and to order at their leisure through a computer tablet interface. Patrons order exactly what they want and pay when they want. The tablet even incorporates customer loyalty programs, customer satisfaction surveys, and entertainment into the experience. Ziosk serves 750M guests annually, and has processed \$20B in transactions to date.
- **REVTECH:** REVTECH (Retail Technology Ventures) is a Dallas-based venture seed capital fund that identifies and develops promising start ups in the restaurant, retail and hospitality industries. Since 2012, REVTECH has used the Dallas Region as a backdrop for accelerating the development of 26 early-stage companies, 17 of which are still operational; aggregate annual revenue from those companies are nearly \$20M. REVTECH draws upon the expertise of more than 100 industry veterans, providing strategic connections, resources and guidance to participating companies.
- **CAFE MOMENTUM:** Café Momentum is a restaurant and culinary training facility that provides paid internships for at-risk youths who have spent time in juvenile incarceration. The Dallas-based non-profit provides youth with intensive culinary job, and life-skill training, and continued mentoring and support. In addition to significantly reducing recidivism, Café Momentum's initiative creates opportunities for long-term, sustainable employment for a demographic that might otherwise re-enter the justice system.
- **FOOD HALLS:** Located in West Dallas community, the **Trinity Groves** project began as a restaurant concept incubator program, in which chefs and restaurateurs would present unique concepts to a team of experienced restaurateurs who helped bring the ideas to reality. Now one of the hottest eating destinations in Dallas, Trinity Groves has spurred a neighborhood revitalization that includes the development of residential apartments, office spaces and additional retail. The **Dallas Farmer's Market** has attracted farmers and growers for decades. The market now anchors a vibrant downtown shopping, entertainment, and residential district, including a 26,000-sq. ft. food hall with restaurants, local specialty and artisanal food vendors. The newest food hall in the region, Plano's **Legacy Hall** is meant to evolve as fast as the city's food scene. Legacy Hall is an experimental kitchen for well-known chefs to test their next big food ideas, and is an incubator for young culinary entrepreneurs to explore new business opportunities.
- **FOOD & HOSPITALITY EDUCATION:** Dallas County Community College's Food and Hospitality Services Institute and the University of North Texas' School of Merchandising and Hospitality Management provide training for all manner of food industry careers. DCCCD offers classroom instruction, hands-on participation and work-study classes for culinary arts, bakery/pastry arts, and food and hospitality service. UNT offers Bachelor's and Master's level programming for those interested in food service management, including access to a state-of-the-art student-operated campus restaurant. All degree programs are approved by respected accrediting agencies.
- **Smoothie King** is moving its headquarters from Metairie, Louisiana to Irving's Cypress Waters development - April 2018: The company said it was attracted to the Dallas area due to its central location, talent pool and access to high-quality vendors and suppliers.
- **Pei Wei** chain to move headquarters to Irving in latest corporate defection from the West - August 2017: The Asian-themed offshoot of P. F. Chang's China Bistro announced it will leave its longtime Arizona headquarters to move to Irving, Texas. The company will occupy 14,000 sq. ft. near Dallas Fort Worth International Airport, and is expected to create 100 new jobs over five years.
- **Golden States Foods** to build new \$70M manufacturing hub in DFW - December 2017: The Irvine, California-based company plans to open a new \$70 million manufacturing and distribution facility in North Texas to expand its liquid products division, bringing at least 150 new jobs to the region.
- **Jamba Juice** to relocate HQ from California to Hall Office Park in Frisco - May 2016: California-based Jamba Inc. shifted its HQ to 25,000 sq. ft. of space in the Hall Office Park, bringing more than 100 jobs to Frisco, Texas.
- **Pegasus Foods** plans \$20M Rockwall operation, creating 200 jobs - March 2016: Seeking a business-friendly environment, L.A.-based Pegasus Foods is spending about \$20 million on repurposing and expanding a 150,000-sq.-ft. manufacturing facility in Rockwall, Texas, creating more than 200 jobs.
- **Farmer Bros.** coffee moving its HQ from California to Northlake - April 2015: Farmer Brothers relocated the firm's California HQ to a new state-of-the-art, 500,000-sq.-ft. office and distribution center in Northlake, Texas, generating 300 jobs.
- **La Moderna**, a Mexican pasta company, is building in Cleburne - September 2014: La Moderna, a Mexican-based producer of pasta, cookies, and other foods, plans to open its first U.S. plant in Cleburne, Texas, this year.
- **Fiesta Restaurant Group** relocates HQ to Addison - December 2014: The publicly traded owner and operator of Taco Cabana moved from Miami to Addison, Texas, into a 20,000-sq.-ft. office space with 55 employees.
- **Zoe's Kitchen** moves headquarters from Birmingham to Plano - March 2014: North Texas' central location was a key factor in the decision to relocate Zoe's Kitchen to Plano, Texas.
- **Kraft Foods** undertakes \$84 million expansion in Garland - February 2014: After more than 60 years in Garland, Texas, Kraft's expansion created 325 new jobs and involved an \$84 million capital investment.
- **Carolina Beverage Group** looking to Fort Worth for western expansion - October 2013: Doing business as Texas Quality Beverage, the CBG facility has a footprint of nearly 400,000 sq. ft. and began production in 2014.
- **Quaker Oats** gets incentive deal for \$35M facility in Lancaster - November 2012: PepsiCo subsidiary Quaker Oats leased a 1.2M-sq.-ft distribution facility, spending \$35M on property and improvements, creating 85 jobs in Lancaster, Texas.
- **Bar Louie** launches expansion from new HQ - March 2011: Casual dining/bar franchiser Bar Louie moved its HQ to Addison, Texas, from Illinois, and expanded nationally to more than 100 locations across the country.

INDUSTRY POWERHOUSE TEST KITCHENS:

Pizza Hut
Brinker International
Jamba Juice
Middleby Bakery Innovation Center
Pilotworks

