



**ED SNYDER, VICE PRESIDENT**

**BUSINESS PROFILE**

**LIVING ESSENTIALS LLC**

**QUICK FACTS**

Established:

2000

Total Employees:

185

Moved to Wabash County: 2007

Jobs Retained.....136

New Hires.....5  
2009

Future Hires.....25  
by 1st quarter 2010

In 2007 Living Essentials, one of the world's largest non-alcoholic beverage makers, moved its distribution operations into the 145,000 square foot MarkHon building in Wabash, Indiana. In the three years since, the company has grown as fast as the demand for its 5-Hour Energy Drink.

"In September 2007 when we first moved to Wabash, we had five employees," said Vice President Ed Snyder. "A year later, we'd grown to 60 employees. Today that number is 185."

To accommodate that explosive growth, in January 2008, the company embarked on a plan to expand the facilities. The first part of the plan involved refurbishing the MarkHon building in order to install four production lines. The second part of the plan was to find more warehouse and distribution space to accommodate the increased production. "We looked at several existing buildings but nothing was exactly what we needed," said Snyder. Enter the Economic Development Group of Wabash County. "EDG proposed we build at the west end of the North Industrial Park and then went to work to make it happen."

With EDG working to keep the project moving forward, the city of Wabash donated the 30 acres of land for the project. The city also upgraded the main access to the industrial park, adding an egress lane on Indiana 13, as well as extending

sewer and water lines, and other utilities to accommodate the new building site.

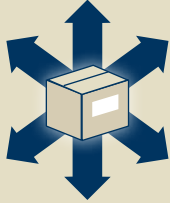
"The location is perfect for us," said Snyder. "The thirty acre plot provided more than enough room for the new 200,000 square foot warehouse and distribution center, with ample space for future expansion when the time comes."

**Superior Distribution Channels**

Wabash North Industrial Park is located between county roads 10N and 50N in the Hoosier Heartland Industrial Corridor, which links seven counties in northern Indiana and connects I-65 in Indiana to I-75 in Ohio via a multi-lane highway. "It's an ideal location for a distribution center," said Snyder. "From here we can go anywhere. We have a straight shot to major markets in the U.S. and Canada, and easy access to major airports for overseas shipping, as well. Plus, all of our packaging suppliers are in the area. The location couldn't be any better."

**WHY MOVE TO WABASH COUNTY?**

1



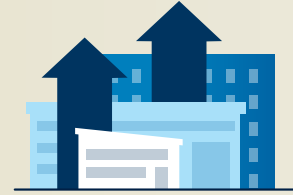
**DISTRIBUTION CHANNELS**

2



**SKILLED WORKFORCE**

3



**PROACTIVE BUSINESS CLIMATE**

### Superior Workforce

“As a manufacturing and farming community, the area provides a workforce that has a strong work ethic and skills relevant to our needs,” said Snyder. To date, the company has been able to fill almost all of its employment needs locally. “Except for a few positions, we have found a ready supply of employees with the education and skill sets we need right here in Wabash County.”

The company is, in fact, committed to hiring locally and to providing the training needed to promote from within. “We are glad to participate in growing our community,” said Snyder.

### A Superior Place to Live and Work

“In Wabash you get a small town with a big advantage,” said Snyder. “By that I mean, you get the small town work ethic and values, and are still within easy driving distance of big city attractions.”

Living Essentials’ employees can take advantage of the myriad of outdoor activities that are readily available in the local area. The Salamonie Reservoir and Salamonie River State Forest are located in Wabash and Huntington counties and provide all sorts of outdoor activities, from camping to hiking to horseback riding to snowmobiling. “I fish the Salamonie Reservoir and Mississinewa River whenever I can,” said Snyder.

Sports-minded employees can enjoy the area’s many regional minor league sports teams, or take in a major league sporting event in nearby Indianapolis. For those who enjoy the arts there are plenty of options, as well, from the Honeywell Center and Ford Theater in Wabash’s historic district, to museums and other cultural attractions in Fort Wayne, or Indianapolis and Chicago—both just a few hours away.

The low cost of living is a big advantage, too. “For those few positions where we have to recruit outside the area, the low cost of housing is a big selling point,” said Snyder.

### Superior Growth

Currently, Living Essentials is making 1.3 million bottles of its 5-Hour Energy Drink a day and is looking at adding two more bottling lines to keep up with demand. It is anticipated the two new lines will be operational in first quarter 2010, which will mean the addition of another 25 full-time employees, as well as the capacity necessary to pursue options in foreign markets.

“We fully expect the Economic Development Group of Wabash County to continue to partner effectively with us in future expansions,” said Snyder. “They have a way of cutting through the red tape and helping a project move forward.” ■

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**LIVING ESSENTIALS LLC**

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WHY MOVE TO WABASH COUNTY?

“EDG proposed we build at the west end of the North Industrial Park and then went to work to make it happen.”



INCENTIVES

10-YEAR TAX ABATEMENT

FOR REAL & PERSONAL PROPERTY

\$250,000

TO EXTEND ROADWAYS & UTILITIES (SEWER & WATER)

\$218,000

IN DONATION OF 30 ACRES OF LAND

KEY PARTNERS

Economic Development Group of Wabash County

City of Wabash

SITE DETAILS

200,000

TOTAL SQUARE FEET



30 acres LOT SIZE

24 feet CEILING HEIGHT

24 DOCK DOORS



Automatic Lighting System, Energy-Efficient Insulation

GREEN BUILDING ELEMENTS

## FOOD PROCESSING INDUSTRY IN NEI

90 major employers in Northeast Indiana (NEI) are in the food industry, excluding agricultural and retail establishments. Included are employees not only in food and beverage manufacturing, but also in warehousing, transportation and logistics-related employment — as well as manufacturers who produce supplies or equipment for the food industry. This industry represents 4% of the private employment in the NEI region.

### Food Processing Industry

- + Dairy Product Manufacturing: fluid milk products & ice cream
- + Bakeries
- + Animal processing (specifically poultry processing)

### Future Growth

- + **The Food Science Department at Purdue University** offers a pilot lab with processing/packaging capabilities, equipment design, process design, quality control and recipe management, ultrasound applications, chemical sensor evaluation, shelf-life studies, etc.
- + **Three research Centers within the Food Science Department** at Purdue dedicated to food manufacturing:
  - ↳ The Center for Food Safety Engineering
  - ↳ The Center for Integrated Food Manufacturing
  - ↳ The world-renowned Whistler Center for Carbohydrate Research
- + **The Purdue Extension Services**, with offices in every county in Indiana, offers many programs on food, food marketing, and development, in addition to other resources.
- + Purdue University's Department of Agricultural Economics also has an **"Agricultural Innovation and Commercialization Center"** which sponsors the New Ventures in Food and Agriculture along with the Purdue Extension Service.

### Workforce Development

- + Indiana University–Purdue University Fort Wayne
- + Trine University
- + ITT Technical Institute
- + Ivy Tech Community College
- + Vincennes University
- + Harrison College – Indianapolis

## Food Processing Companies in NEI

- + Edy's Grand Ice Cream
- + Kraft Foods
- + Miller Poultry
- + Red Gold
- + Bunge North America
- + Aunt Millie's Bakeries
- + Good Humor Breyers Ice Cream
- + Living Essentials
- + Dean Foods of Decatur
- + Schenkel's All Star Dairy
- + Prairie Farms Dairy

### Workforce Statistics

Occupation	# Employed	Mean Wage
Laborers & Freight, Stock, and Material Movers, Hand	6,730	\$24,871
Maintenance and Repair Workers, General	3,640	\$36,437
First-Line Supervisors/Managers of Production and Operating Workers	3,530	\$50,323
Packers and Packagers, Hand	3,460	\$21,920
Inspectors, Testers, Sorters, Samplers, and Weighers	2,670	\$31,309
Industrial Truck and Tractor Operators	1,870	\$30,222
Packaging & Filling Machine Operators and Tenders	1,020	\$27,710
Mixing and Blending Machine Setters, Operators, and Tenders	490	\$33,610
Food Batchmakers	440	\$33,590
Bakers	320	\$24,995

source: 2008 OES data, IN Department of Workforce Development

### Incentives

#### Indiana Economic Development Corporation

- + EDGE and HBI tax credits
- + 21st Century Research and Technology Fund
- + Small Business Innovation Research Initiative
- + Venture Capital Investment Tax Credit

#### Cities and Towns

- + Tax abatements for new construction or equipment

## WABASH COUNTY CONTACT

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Regional Partnership

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