



BUFFALO NIAGARA SUCCESS STORY

Big Heart Pet Brands: Pet Food Manufacturing in Buffalo Niagara



PROJECT OVERVIEW

Big Heart Pet Brands, a Buffalo-based manufacturer and distributor of pet food products for over 70 years — including Milk-Bone, Meow Mix, Pup-Peroni, Canine Carry Outs, and Milo's Kitchen — was in need of plant upgrades at its Milk-Bone manufacturing facility in Buffalo, NY in response to increased sales.

PROJECT SOLUTION

Invest Buffalo Niagara assisted the company with regional data and comparative data analysis and helped the team navigate the regional incentive process with assistance from our local economic development partners.

Buffalo secured this \$53 million project over Topeka, Kansas and Decatur, Alabama.

The project included the relocation of the firm's Soft & Chewy dog treat brand to a larger space within its facility. Subsequently, the current location of the Soft & Chewy processing equipment would be used to produce other dog biscuits.

The expansion also includes the construction of a nearly 900 square-foot freezer and purchase of new machinery and equipment that will significantly expand the Soft & Chewy product line while adding approximately 20,000 tons of additional dog biscuit capacity.

The company was awarded Empire State Development Excelsior Jobs Tax Credit, a New York Power Authority power allocation grant, and Erie County IDA tax abatements.

The expansion at 243 Urban Street, Buffalo's East Side, will create 17 new jobs, bringing the total to nearly 300 employees.

COMPANY: Big Heart Pet Brands

INDUSTRY: Agribusiness

JOBS: 17

INVESTMENT: \$53,000,000

INCENTIVES:

Empire State Development Excelsior Jobs Tax Credit award; New York Power Authority power allocation grant; Erie County IDA tax abatements.

“We are very pleased to continue to invest in expanding our Buffalo manufacturing facility to support our loyal Milk-Bone® fans and their four-legged family members. In addition to enhancing our ability to deliver for our consumers, our dedicated team in Buffalo is proud to build on our strong track record as a leading area employer and to maintain our commitment to making a positive impact in this community”

— Todd VeRost, Co Buffalo Manufacturing Facility Manager of Plant Operations at J.M. Smucker