



MONTGOMERY
COUNTYNY
BUSINESS DEVELOPMENT CENTER
Made of Something Stronger

FOR IMMEDIATE RELEASE: October 25, 2019
Contact (MCBDC): Andrew Santillo (518) 853-8334
Contact (Vida-Blend): Sarah Luna (518) 627-4138

**VIDA-BLEND BREAKS GROUND ON NEW, STATE-OF-THE-ART
MONTGOMERY COUNTY PRODUCTION FACILITY**

Company Expanding Thanks to Partnership with County Business Development Center

AMSTERDAM — Ushering in the next chapter in the story of another growing Montgomery County business, Vida-Blend, a manufacturer of premixed vitamin blends, formally broke ground today in special ceremony to begin construction of a new, state-of-the-art production facility in Montgomery County.

The new \$1.4 million, 14,000 square foot new facility is a major step forward for the company. Vida-Blend is the third company to locate at the Florida Business Park Extension, joining the newly completed Dollar General Distribution Center and Hill & Markes. Vida-Blend will build its new manufacturing facility after purchasing the property and negotiating a PILOT through the BDC. In addition, the Mohawk Valley Regional Economic Development Council has awarded Vida-Blend a performance-based, capital grant of \$240,000 through Empire State Development for additional machinery and equipment, in exchange for 11 new jobs.

“We are all looking forward to this new facility as it will open up many more exciting opportunities for us in the near future,” said Freddy Luna, founder of Vida-Blend.

The business’ expansion is being celebrated by the officials from Montgomery County and the County’s Business Development Center as an exciting addition to the Route 5S corridor which is already home to major name-brand companies like Beech-Nut, Dollar General and Target, as well as long-standing local employers like Alpin Haus and Hill & Markes.

“Vida-Blend is a wonderful local success story and another example of how our county’s employers are growing and creating jobs,” said Montgomery County Executive Matthew L. Ossenfort. “Montgomery’s economy is strong because companies like Vida-Blend, government and local communities are working together to ensure success. We’re proud to support companies that invest in our community. Congratulations to Freddy and the whole Vida-Blend team on this exciting next step.”

“Vida-Blend has become an important part of the vibrant and diverse Mohawk Valley region by producing quality products and giving back to the community it calls home,” said Empire State Development Acting Commissioner, President & CEO-designate Eric Gertler. “This is another great step forward for the company, Montgomery County and the region, and we are proud to

have supported its expansion.”

“Vida-Blend’s development and expansion is an exciting example of the good that comes from community support for a local entrepreneur who is willing to make investments in our area. Helping businesses construct state-of-the-art facilities that meet the needs of their employees and customers encourages them to stay and grow in Montgomery County. Freddy and the team at Vida-Blend have come a long way and we are proud to play a part in helping them realize even greater potential,” said Montgomery County Business Development Center CEO Ken Rose.

Founded by Freddy Luna in 2013, following a successful career in the vitamin fortification industry, Vida-Blend has a long-standing working relationship with the Business Development Center. The company received the globally-recognized "Food Safety System Certification 22000," in 2016. The safety designation helped Vida-Blend reach new customers requiring a larger production facility.

Luna worked closely with the BDC for find a suitable new site. “We’re staying here and we’re growing here because Montgomery County has always been willing to help us on our road to success,” he said.



Officials participate in the official groundbreaking for the new Vida-Blend facility in the Florida Business Park on Friday, Oct. 25. From left to right, Legislator Dan Wilson, County Executive Matthew L. Ossenfort, Legislator Robert Purtell, Economic Development Director Ken Rose, Vida-Blend founder Freddy Luna, Town of Florida Supervisor Eric Mead and Empire State Development Mohawk Valley Regional Director Michael Reese.

###