



DRP SUCCESS STORY

Competitive Site Search Brings Fenton Food and Beverage to the Detroit Region

Fenton Food and Beverage LLC, affiliated with Canada-based Ya YA Foods, is bringing a new food and beverage manufacturing operation to Fenton, marking a significant new investment in Genesee County and the Detroit Region.

Michigan secured the project in competition with five other states across the Midwest and Southeast. The company's decision to locate in Fenton represents up to \$56.2 million in capital investment and at least 96 new jobs, with workforce availability and connectivity among the factors supporting the location decision.

THE IMPACT



\$56.2M

CAPITAL INVESTMENT



96+

NEW JOBS



\$960K

PERFORMANCE-BASED GRANT



6 STATES

COMPETING FOR
THE PROJECT

Michigan stood out early in our site selection process, and Fenton offered the right combination of access, workforce, and partnership, we're excited to move forward and build a strong, long-term operation here."

— **YAHYA ABBAS,**
CEO, FENTON FOOD AND BEVERAGE AND YAYA FOODS CORP

NARROWING THE SEARCH

With multiple states and locations under consideration, the project required a coordinated search to identify a site that could support the company's operational, workforce and development needs.

DRP led the regional project-management process, working directly with the company's out-of-state site-selection consultant throughout the evaluation. The team assessed dozens of potential sites across the Detroit Region, bringing together the information needed to compare locations and narrow the field as the search progressed. That process ultimately brought Fenton and Genesee County to the forefront as the company moved closer to a final location decision.

CONNECTING THE PROJECT TO FENTON

As the search began to focus on Fenton, DRP connected the project team with local and regional partners to give the company a better understanding of the community and what the location could offer.

DRP facilitated introductions and conversations with community and economic development partners, creating a direct line between the company, its site-selection team and those working locally to support the project. Those relationships became increasingly important as Fenton advanced through the evaluation process.

PUTTING THE REGION'S WORKFORCE IN FOCUS

Workforce availability was an important consideration as the company compared locations. DRP gave the project team a closer look at the labor market surrounding Fenton, including the depth of available talent and the region's ability to support hiring for the new manufacturing operation.

That insight helped the company assess its ability to recruit and retain the workforce it would need in Fenton and strengthened Michigan's position against competing locations.

Ultimately, the combination of site, workforce and regional support helped secure a competitive manufacturing win for Fenton and the Detroit Region, bringing at least 96 new jobs and up to \$56.2 million in investment to Genesee County.

