

Juanita's Foods

645 George De La Torre Jr. Ave., Wilmington, CA 90744
Margarito Rodriguez, Chief Financial Officer

Date: September 12, 2023

Application Facts:

Industry	Manufacturing
NAICS	311422
Type of App	New
Location	Clark County
RDA	Perry Ursem, LVGEA

Company Profile

Juanita's Foods (Juanita's) plans to establish a 300,000 sq. ft. food manufacturing facility in southern Nevada. Juanita's is a Mexican food manufacturer of canned and frozen traditional foods and is the world's largest manufacturer of canned Menudo and a product line including hominy, sauces, stews and other high-quality Mexican food. Juanita's Foods was established in 1946 in Wilmington, CA by George De La Torre and his nephew, Albert Guerrero, as the Harbor Canning Company which specialized in canning the catches of local sports fishermen. 1968, the company eliminated the fish canning to focus on the true heart of the of company: authentic, ready-to-serve Mexican food. Juanita's is a Certified Minority Business and committed to promoting equity, diversity, and inclusion in all aspects of its operations. For over 70 years Juanita's Foods has supported the local community that embraced it through programs like the Boys & Girls Club of LA Harbor, George de la Torre Jr. Elementary School Arts Program and the Long Beach Food Bank. In 2019, City of Los Angeles renamed a portion of the current Eubank Avenue to "George De La Torre Jr. Avenue" to honor the legacy of the late owner. *Source: Juanita's Foods*

Tax Abatement Requirements:	Statutory	Company Application	Meeting Requirements
Job Creation	50	144	Yes
Average Wage	\$29.28	\$37.97	Yes
Equipment Capex (SU & MBT)	\$1,000,000	\$20,550,002	Yes
Equipment Capex (PP)	\$5,000,000		

Additional Requirements:

Health Insurance	65%	86%	Yes
Revenues generated outside NV	51%	95%	Yes
Business License	<input type="checkbox"/> Current	<input type="checkbox"/> Pending	<input checked="" type="checkbox"/> Will comply

Total Tax Liability (without tax abatements)	Direct (company)	Total
	\$2,374,287	\$21,561,742

Tax Abatements	Contract Terms	Estimated Tax Abatement
Sales Tax Abmt.	2% for 2 years	\$1,310,063
Modified Business Tax Abmt.	50% for 4 years	\$208,406
Personal Property Tax Abmt.	50% for 10 years	\$757,116
Total Estimated Tax Abatement over 10 yrs.		\$2,275,585

Net New Tax Revenues	Direct	Indirect	Taxes after Abatements
Local Taxes			
Property	\$2,143,530	\$7,284,612	\$9,428,142
Sales	\$510,557	\$4,273,035	\$4,783,592
Lodging	\$0	\$231,101	\$231,101
State Taxes			
Property	\$117,238	\$423,856	\$541,094
Sales	\$571,175	\$1,426,127	\$1,997,302
Modified Business	\$951,669	\$1,279,010	\$2,230,679
Lodging	\$0	\$74,247	\$74,247
Total Estimated New Tax Revenue over 10 yrs.	\$4,294,169	\$14,991,988	\$19,286,157

Economic Impact over 10 yrs.	Economic	Construction	Total
Total Jobs Supported	343	119	462
Total Payroll Supported	\$230,020,572	\$7,949,534	\$237,970,106
Total Economic Value	\$1,138,497,738	\$22,908,083	\$1,161,405,821

IMPORTANT TERMS & INFORMATION

Tax Abatements are reduction or discount of tax liability and companies do not receive any form of payment.

Total Estimated Tax Abatement is a tax reduction estimate. This estimated amount will be discounted from total tax liability.

Estimated New Tax Revenue is amount of tax revenues local and state government will collect after the abatement was given to applying company.

Economic Impact is economic effect or benefits that this company and it's operations will have on the community and state economy measured by total number of jobs, payroll and created output.



August 28, 2023

Mr. Tom Burns
Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington Avenue, Suite 5400
Las Vegas, Nevada 89101

Dear Mr. Burns,

Juanita's Foods, Inc. is applying to the State of Nevada for the Sales and Use Tax and Modified Business Tax Abatements. We request their application be placed on the agenda for the September 2023 GOED Board Meeting.

Juanita' Foods is exploring their options to locate manufacturing operations in Southern Nevada and hire 144 new employees. These new hires will make an average hourly wage of \$37.97 and be provided with a comprehensive benefits package. Juanita's Foods will make a total capital investment of at least \$35,000,000 over the next two years.

Our team has reviewed Juanita's Foods application and found it to comply with Nevada's statutory requirements for tax abatements. LVGEA also has engaged the Southern Nevada Water Authority (SNWA) to review the proposed project's total annual consumptive use of water. SNWA has requested that this project reduce its proposed consumptive use by 10% or more.

Provided that Juanita's Foods accommodates SNWA's request, LVGEA is pleased to offer its support of this application. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Arent", is written over a light blue circular stamp.

Bill Arent, CEcD
Chief Business Development Officer

Enclosure



645 George De La Torre Jr. Avenue, Wilmington, CA 90744

July 7, 2023

Mr. Tom Burns
Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington, Suite 5400
Las Vegas, NV 89101

Dear Mr. Burns,

By way of this letter and the attached application, Juanita's Foods, Inc. is requesting tax incentives to assist with our relocation efforts. Recent strategic planning has the company focused on creating a presence in Nevada. A significant part of this consideration is the economic incentives offered by the state. We are projecting to add 144 full-time employees with an average wage of \$37.97 over the next two years of operations.

A brief history of our company along with an overview of our products is included with the submission. Juanita's Foods was established in 1946 in Wilmington, CA by George De La Torre and his nephew, Albert Guerrero, as the Harbor Canning Company which specialized in canning the catches of local sports fishermen. One day, at the suggestion of Albert's wife, Ruth, they tried canning menudo, a popular Mexican stew, which became a huge success. Shortly after George's son, George Jr., took the helm of the family business in 1968, he decided to eliminate the fish canning altogether to focus on the true heart of the company: authentic, ready-to-serve Mexican food, and renamed the company Juanita's Foods. Since then, Juanita's has gone on to become the nation's largest manufacturer of canned menudo and has expanded its product line to include hominy, sauces, stews and other high-quality Mexican food.

The economic development incentives offered by the State of Nevada have been an integral factor in our relocation strategy. The projected cost savings from the support of these incentives will allow Juanita's Foods to hire a greater number of full time employees, supporting the Governor's initiative for providing more Nevadan's with long term work and career opportunities. Additionally, Nevada's pro-business climate provides Juanita's Foods with a sustainable location for ongoing strategic growth.

We are projecting to occupy approximately 300,000 sq. ft., with capital investment projections forecasting approximately \$35,000,000 into the company.

Our experience with representatives from the Las Vegas Global Economic Alliance has been positive and we look forward to your approval in supporting our expansion efforts. We appreciate your time and consideration.

Sincerely,

Margarito Rodriguez
CFO
Juanita's Foods, Inc.

Enclosures

Mayor
Pamela A. Goynes-Brown

Council Members
Isaac E. Barron
Ruth Garcia-Anderson
Scott Black
Richard J. Cherchio



City Manager
Ryann Juden, J.D., Ph.D.

Economic Development and Redevelopment

2250 Las Vegas Boulevard, North · Suite 920 · North Las Vegas, Nevada 89030
Telephone: (702) 633-1523 · Fax: (702) 633-7164 · TDD: (800) 326-6868
www.cityofnorthlasvegas.com

August 10, 2023

Thomas Burns
Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington, Suite 5400
Las Vegas, NV 89101

Dear Director Burns:

The City of North Las Vegas is in full support of Juanita's Foods, Inc., and their incentive application to be reviewed by the GOED Board at their next scheduled meeting.

I am pleased that after a multi-state search, Juanita's Foods, Inc. has identified a site within our city for an approximately 300,000 square foot facility. Juanita's Foods, Inc. capital investment projections are forecasting approximately \$35,000,000 and will employ a team of 144 full-time employees with an average hourly wage of \$37.97.

It is my pleasure to support their application and welcome Juanita's Foods, Inc. to the North Las Vegas business community.

A handwritten signature in blue ink, appearing to be 'Jared Luke', is positioned above the typed name.

Jared Luke
Director of Government Affairs and Economic Development

ECONOMIC DEVELOPMENT

Incentive Application

Company Name: Juanita's Foods
 Date of Application: July 7, 2023

Company is an / a: (check one)
 New location in Nevada
 Expansion of a Nevada company

Section 1 - Type of Incentives

Please check all that the company is applying for on this application:

- Sales & Use Tax Abatement
- Modified Business Tax Abatement
- Personal Property Tax Abatement
- Recycling Real Property Tax Abatement
- Other: _____

Section 2 - Corporate Information

COMPANY NAME (Legal name under which business will be transacted in Nevada) <u>Juanita's Foods</u>		FEDERAL TAX ID # <u>95-2469298</u>	
CORPORATE ADDRESS <u>645 George De La Torre Jr. Ave.</u>	CITY / TOWN <u>Wilmington</u>	STATE / PROVINCE <u>CA</u>	ZIP <u>90744</u>
MAILING ADDRESS TO RECEIVE DOCUMENTS (If different from above)	CITY / TOWN	STATE / PROVINCE	ZIP
TELEPHONE NUMBER <u>(310) 834-5339</u>	WEBSITE <u>juanitasfoods.com</u>		
COMPANY CONTACT NAME <u>Margarito Rodriguez</u>	COMPANY CONTACT TITLE <u>CFO</u>		
E-MAIL ADDRESS <u>mrodriguez@juanitasfoods.com</u>	PREFERRED PHONE NUMBER <u>310-525-4097</u>		

Has your company ever applied and been approved for incentives available by the Governor's Office of Economic Development? Yes No

If Yes, list the program awarded, date of approval, and status of the accounts (attach separate sheet if necessary):

Section 3 - Program Requirements

Please check two of the boxes below; the company must meet at least two of the three program requirements:

- A capital investment of \$1,000,000 in eligible equipment in urban areas or \$250,000 in eligible equipment in rural areas are required. This criteria is businesses. In cases of expanding businesses, the capital investment must equal at least 20% of the value of the tangible property owned by the business.
- New businesses locating in urban areas require fifty (50) or more permanent, full-time employees on its payroll by the eighth calendar quarter quarter in which the abatement becomes effective. In rural areas, the requirement is ten (10) or more. For an expansion, the business must increase employees on its payroll by 10% more than its existing employees prior to expansion, or by 25 (urban) or 6 (rural) employees, whichever is greater.
- In both urban and rural areas, the average hourly wage that will be paid by the business to its new employees is at least 100% of the average statewide hourly wage.

Note: Criteria is different depending on whether the business is in a county where the population is 100,000 or more or a city where the population is 60,000 or more "urban" area), or if the business is in a county where the population is less than 100,000 or a city where the population is less than 60,000 (i.e., "rural" area).

Section 4 - Nevada Facility

Type of Facility:

- Headquarters
- Technology
- Back Office Operations
- Research & Development / Intellectual Property
- Service Provider
- Distribution / Fulfillment
- Manufacturing
- Other: _____

PERCENTAGE OF REVENUE GENERATED BY THE NEW JOBS CONTAINED IN THIS APPLICATION FROM OUTSIDE NEVADA <u>95%</u>	EXPECTED DATE OF NEW / EXPANDED OPERATIONS (MONTH / YEAR) <u>May-2025</u>		
NAICS CODE / SIC <u>311422</u>	INDUSTRY TYPE <u>Specialty canning</u>		
DESCRIPTION OF COMPANY'S NEVADA OPERATIONS <u>Hispanic Foods Manufacturer</u>			
PROPOSED / ACTUAL NEVADA FACILITY ADDRESS <u>Speedway Logistics Center #11</u>	CITY / TOWN <u>North Las Vegas</u>	COUNTY <u>Clark County</u>	ZIP <u>89115</u>
WHAT OTHER STATES / REGIONS / CITIES ARE BEING CONSIDERED FOR YOUR COMPANY'S RELOCATION / EXPANSION / STARTUP? <u>Bakersfield, CA; Inland Empire, CA; Phoenix. AZ</u>			

Section 5 - Complete Forms (see additional tabs at the bottom of this sheet for each form listed below)

Check the applicable box when form has been completed.

- 5 (A) Equipment List
- 5 (B) Employment Schedule
- 5 (C) Evaluation of Health Plan, with supporting documents to show the employer paid portion of plan meets the minimum of 65%.
- 5 (D) Company Information Form

Section 6 - Real Estate & Construction (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up - Plans Over the Next <u>Ten</u> Years	Expansions - Plans Over the Next <u>10</u> Years
<p>Part 1. Are you currently/planning on leasing space in Nevada? <u>Yes</u></p> <p>If No, skip to Part 2. If Yes, continue below:</p> <p style="padding-left: 40px;">What year(s)? <u>2026</u></p> <p style="padding-left: 40px;">How much space (sq. ft.)? <u>300,000</u></p> <p style="padding-left: 40px;">Annual lease cost of space: <u>TBD</u></p> <p>Do you plan on making building tenant improvements? <u>Yes</u></p> <p>If No, skip to Part 2. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? <u>Mar-2025</u></p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently/planning on buying an owner occupied facility in Nevada? <u>No</u></p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">Purchase date, if buying (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p>Do you plan on making building improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Are you currently/planning on building a build-to-suit facility in Nevada? <u>Yes</u></p> <p>If Yes *, continue below:</p> <p style="padding-left: 40px;">When to break ground, if building (month, year)? <u>Jul-2023</u></p> <p style="padding-left: 40px;">Estimated completion date, if building (month, year): <u>May-2025</u></p> <p style="padding-left: 40px;">How much space (sq. ft.)? <u>300,000</u></p>	<p>Part 1. Are you currently leasing space in Nevada? _____</p> <p>If No, skip to Part 2. If Yes, continue below:</p> <p style="padding-left: 40px;">What year(s)? _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Annual lease cost at current space: _____</p> <p>Due to expansion, will you lease additional space? _____</p> <p>If No, skip to Part 3. If Yes, continue below:</p> <p style="padding-left: 40px;">Expanding at the current facility or a new facility? _____</p> <p style="padding-left: 40px;">What year(s)? _____</p> <p style="padding-left: 40px;">How much expanded space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Annual lease cost of expanded space: _____</p> <p>Do you plan on making building tenant improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently operating at an owner occupied building in Nevada? _____</p> <p>If No, skip to Part 3. If Yes, continue below:</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Current assessed value of real property? _____</p> <p>Due to expansion, will you be making building improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Do you plan on building or buying a new facility in Nevada? _____</p> <p>If Yes *, continue below:</p> <p style="padding-left: 40px;">Purchase date, if buying (month, year): _____</p> <p style="padding-left: 40px;">When to break ground, if building (month, year)? _____</p> <p style="padding-left: 40px;">Estimated completion date, if building (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p>
* Please complete Section 7 - Capital Investment for New Operations / Startup.	* Please complete Section 7 - Capital Investment for Expansions below.

BRIEF DESCRIPTION OF CONSTRUCTION PROJECT AND ITS PROJECTED IMPACT ON THE LOCAL ECONOMY (Attach a separate sheet if necessary):

Juanita's Foods, located in Wilmington, CA, will be relocating its sole manufacturing operation as its current lease expires on January 15, 2026. The Company is excited for the future, which also presents an opportunity to add capacity as it seeks to grow into a national brand – the current facility is unable to accommodate this growth. Juanita's Foods is looking to make a decision on its next location by late summer/early fall of 2023.

Section 7 - Capital Investment (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up	Expansions
How much capital investment is planned? (Breakout below):	How much capital investment is planned? (Breakout below):
Building Purchase (if buying): _____	Building Purchase (if buying): _____
Building Costs (if building / making improvements): <u>\$14,561,345</u>	Building Costs (if building / making improvements): _____
Land: _____	Land: _____
Equipment Cost: <u>\$20,550,003</u>	Equipment Cost: _____
Total: <u>\$35,111,348</u>	Total: _____
	Is the equipment purchase for replacement of existing equipment? _____
	Current assessed value of personal property in NV: _____
	(Must attach the most recent assessment from the County Assessor's Office.)

Section 8 - Employment (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up	Expansions
How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of new operations?: <u>144</u>	How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of expanded operations?: _____
Average hourly wage of these <u>new</u> employees: <u>\$37.97</u>	Average hourly wage of these <u>new</u> employees: _____
	How many FTE employees prior to expansion?: _____
	Average hourly wage of these <u>existing</u> employees: _____
	Total number of employees after expansion: _____

* FTE represents a permanent employee who works an average of 30 hours per week or more, is eligible for health care coverage, and whose position is a "primary job" as set forth in NAC 360.474.

OTHER COMPENSATION (Check all that apply):

- | | | | |
|---|--|---|---|
| <input checked="" type="checkbox"/> Overtime | <input checked="" type="checkbox"/> Merit increases | <input checked="" type="checkbox"/> Tuition assistance | <input checked="" type="checkbox"/> Bonus |
| <input checked="" type="checkbox"/> PTO / Sick / Vacation | <input checked="" type="checkbox"/> COLA adjustments | <input checked="" type="checkbox"/> Retirement Plan / Profit Sharing / 401(k) | <input type="checkbox"/> Other: _____ |

BRIEF DESCRIPTION OF ADDITIONAL COMPENSATION PROGRAMS AND ELIGIBILITY REQUIREMENTS (Attach a separate sheet if necessary):

Section 9 - Employee Health Insurance Benefit Program

Is health insurance for employees and is an option for dependents offered? Yes (**attach health plan and quote or invoice**) No

Package includes (check all that apply):

- Medical Vision Dental Other: _____

Qualified after (check one):

- Upon employment Three months after hire date Six months after hire date Other: _____

Health Insurance Costs:	Percentage of health insurance premium by (min 65%):
Plan Type: <u>HMO/PPO</u>	
Employer Contribution (annual premium per employee): <u>\$ 8,361.11</u>	Company: <u>86%</u>
Employee Contribution (annual premium per employee) <u>\$ 1,361.11</u>	Employee: <u>14%</u>
Total Annual Premium: <u>\$ 9,722.22</u>	

[SIGNATURE PAGE FOLLOWS]

Section 10 - Certification

I, the undersigned, hereby grant to the Governor's Office of Economic Development access to all pertinent and relevant records and documents of the aforementioned company. I understand this requirement is necessary to qualify and to monitor for compliance of all statutory and regulatory provisions pertaining to this application.

Being owner, member, partner, officer or employee with signatory authorization for the company, I do hereby declare that the facts herein stated are true and that all licensing and permitting requirements will be met prior to the commencement of operations. In addition, I and /or the company's legal counsel have reviewed the terms of the GOED Tax Abatement and Incentives Agreement, the company recognizes this agreement is generally not subject to change, and any material revisions have been discussed with GOED in advance of board approval.

Margarito Rodriguez
Name of person authorized for signature


Signature

CFO
Title

July 7, 2023
Date

Nevada Governor's Office of Economic Development
555 E. Washington Ave., Ste 5400 • Las Vegas, Nevada 89101 • 702.486.2700 • (Fax) 702.486.2701 • www.goed.nv.gov

Site Selection Factors

Company Name: Juanita's Foods

County: Clark

Section I - Site Selection Ratings

Directions: Please rate the select factors by importance to the company's business (1 = very low; 5 = very high). Attach this form to the Incentives Application.

Availability of qualified workforce:	<u>5</u>	Transportation infrastructure:	<u>4</u>
Labor costs:	<u>5</u>	Transportation costs:	<u>4</u>
Real estate availability:	<u>5</u>	State and local tax structure:	<u>3</u>
Real estate costs:	<u>5</u>	State and local incentives:	<u>4</u>
Utility infrastructure:	<u>4</u>	Business permitting & regulatory structure:	<u>5</u>
Utility costs:	<u>4</u>	Access to higher education resources:	<u>3</u>

Please summarize the importance of the abatement program to your decision (please include at least a paragraph summary):

Juanita's Foods has been in business for over 75 years and has a rich history of investing in the community and business expansion. Our founder, George De La Torre Jr., would proactively give back to the community through with the local boys and girls club and other local not for profit organization. His legacy was recognized by the City of Los Angeles and had a street and local elementary schooled named after him.

Recent inflationary events and cost of doing business in California have added pressure to our gross margin and ability to reinvest in our business and the community. The tax abatement program will help reduce general operating and manufacturing costs for our product allowing Juanita's Foods to invest in the brand and in the local community.

5(A) Capital Equipment List

Company Name: Juanita's Foods

County: Clark

Section I - Capital Equipment List

Directions: Please provide an estimated list of the equipment [columns (a) through (c)] which the company intends to purchase over the two-year allowable period. For example, if the effective date of new / expanded operations begins April 1, 2023, the two-year period would be until March 31, 2025. Add an additional page if needed. For guidelines on classifying equipment, visit:

tax.nv.gov/LocalGovt/PolicyPub/ArchiveFiles/Personal_Property_Manuals. Attach this form to the Incentives Application.

(a) Equipment Name/Description	(b) # of Units	(c) Price per Unit	(d) Total Cost
6-Pack Conversion	1	\$2,073,750.00	\$2,073,750.00
Material Handling Lifts & Racks	11	\$74,318.18	\$817,500.00
Can Washers/Conveyors	3	\$65,250.00	\$195,750.00
Bone cookers and agitators	16	\$31,725.00	\$507,600.00
Steeping Tank	1	\$202,500.00	\$202,500.00
Tumbler pumps	2	\$23,625.00	\$47,250.00
Silos	4	\$135,000.00	\$540,000.00
Silos	1	\$222,750.00	\$222,750.00
Atmospheric Pumps	3	\$74,250.00	\$222,750.00
Meat Filling - Line 1	4	\$43,750.00	\$175,000.00
Complete Replacement	4	\$74,253.00	\$297,012.00
Complete Replacement	1	\$318,761.00	\$318,761.00
Empty Can Conveyor	1	\$52,506.00	\$52,506.00
Checkweighers	1	\$49,006.00	\$49,006.00
Meat - Fillers	1	\$192,511.00	\$192,511.00
Empty Can Conveyor	1	\$52,506.00	\$52,506.00
Empty Can Conveyor	1	\$52,506.00	\$52,506.00
Totes	20	\$5,400.00	\$108,000.00
Metal Detectors	1	\$114,750.00	\$114,750.00
Transfer Conveyors	2	\$101,250.00	\$202,500.00
Accumulation Conveyor	1	\$236,250.00	\$236,250.00
Racks - Total Set (not individual)	1	\$472,500.00	\$472,500.00
Material Handling Lifts	10	\$34,500.00	\$345,000.00
200 HP Compressor	1	\$65,000.00	\$65,000.00
Air Dryer	1	\$25,000.00	\$25,000.00
150HP Air Compressor	1	\$236,250.00	\$236,250.00
Larger Freezer	1	\$209,250.00	\$209,250.00
Process Room	22	\$31,909.09	\$702,000.00
4000A Main - 6 Subpanels	7	\$66,071.43	\$462,500.00
4,750 ft: 480V - IMC Conduit 4" - AWG 0 Conductor	1	\$2,464,442.50	\$2,464,442.50
3,700 ft: 480V - Stainless Steel Conduit 2" - AWG 2 Cor	1	\$1,431,863.00	\$1,431,863.00
6,000 ft: 480V - IMC Conduit 2" - AWG 2 Conductor	1	\$2,321,940.00	\$2,321,940.00
3,600 ft: 3/4" Stainless Steel Piping	1	\$112,392.00	\$112,392.00
1,200 ft: 2" Stainless Steel Piping	1	\$90,276.00	\$90,276.00
1,300 ft: 4" Stainless Steel Piping	1	\$233,116.00	\$233,116.00
700 ft: 8" CPVC/Steel Piping	1	\$191,464.00	\$191,464.00
1,600 ft: 6" CPVC/Steel Piping	1	\$261,696.00	\$261,696.00
200 ft: 12" Stainless Steel Piping	1	\$158,358.00	\$158,358.00
500 ft: 4" Stainless Steel Piping	1	\$89,660.00	\$89,660.00
600 ft: 3" Stainless Steel Piping	1	\$86,466.00	\$86,466.00
1200 ft: 2" Stainless Steel Piping	1	\$90,276.00	\$90,276.00
1000 ft: 1" Stainless Steel Piping	1	\$41,240.00	\$41,240.00
650 ft: 8" Stainless Steel Piping	1	\$232,667.50	\$232,667.50
350 ft: 4" Stainless Steel Piping	1	\$62,762.00	\$62,762.00
500 ft: 3" Stainless Steel Piping	1	\$72,055.00	\$72,055.00
900 ft: 2" Stainless Steel Piping	1	\$67,707.00	\$67,707.00
1000 ft: 1" Stainless Steel Piping	1	\$41,240.00	\$41,240.00
500 ft: 6" Stainless Steel Piping	1	\$109,580.00	\$109,580.00
1250 ft: 4" Stainless Steel Piping	1	\$224,150.00	\$224,150.00
850 ft: 3" Stainless Steel Piping	1	\$122,493.50	\$122,493.50
Enhanced Lighting	50	\$6,750.00	\$337,500.00
Cooling Tower - Pump - Flash Tank	3	\$123,750.00	\$371,250.00
Completely New System	20	\$91,250.00	\$1,825,000.00
Dosing Skid	1	\$237,500.00	\$237,500.00
Upgrade / Replace	1	\$74,250.00	\$74,250.00
TOTAL EQUIPMENT COST			\$20,550,002.50

Is any of this equipment* to be acquired under an operating lease?

Yes

No

*Certain lease hold equipment does not qualify for tax abatements

5(B) Employment Schedule

Company Name: Juanita's Foods

County: Clark

Section I - Full-Time Equivalent (FTE) Employees

Directions: Please provide an estimated list of full time employees [columns (a) through (d)] that will be hired and employed by the company by the end of the first eighth quarter of new / expanded operations. For example, if the effective date of new / expanded operations is April 1, 2023, the date would fall in Q2, 2025. The end of the first eighth quarter would be the last day of Q2, 2025 (i.e., June 30, 2025). Attach this form to the Incentives Application. A qualified employee must be employed at the site of a qualified project, scheduled to work an average minimum of 30 per week, if offered coverage under a plan of health insurance provided by his or her employer, is eligible for health care coverage, and whose position of a "primary job" as set forth in NAC 360.474.

Please use the Bureau of Labor Statistics Standard Occupational Classification System (SOC) link to populate section (b): https://www.bls.gov/soc/2018/major_groups.htm#11-0000

(a) New Hire Position Title/Description	(b) Position SOC Code	(c) Number of Positions	(d) Company Average Hourly Wage	(e) Region Average Hourly Wage*	(f) Average Weekly Hours	(g) Annual Wage per Position	(h) Total Annual Wages
Chief Executives	11-1011	3	\$148.40	\$101.11	40	\$308,666.00	\$925,998.00
Bookkeeping, Accounting, and Auditing Clerks	43-3031	2	\$41.49	\$23.16	40	\$86,290.00	\$172,580.00
Budget Analysts	13-2031	1	\$51.44	\$37.45	40	\$107,000.00	\$107,000.00
Cargo and Freight Agents	43-5011	1	\$34.97	\$21.10	40	\$72,731.00	\$72,731.00
Computer and Information Systems Managers	11-3021	2	\$46.45	\$61.89	40	\$96,606.00	\$193,212.00
Customer Service Representatives	43-4051	4	\$29.65	\$18.74	40	\$61,669.00	\$246,676.00
Electro-Mechanical and Mechatronics	17-3024	3	\$51.17	\$33.33	40	\$106,441.00	\$319,323.00
Engineers, All Other	17-2199	1	\$39.42	\$46.74	40	\$82,000.00	\$82,000.00
Executive Secretaries and Executive Administrative Assistants	43-6011	1	\$40.00	\$29.52	40	\$83,200.00	\$83,200.00
Financial Clerks, All Other	43-3099	5	\$31.38	\$21.36	40	\$65,263.00	\$326,315.00
Financial Managers	11-3031	2	\$84.13	\$57.72	40	\$175,000.00	\$350,000.00
First-Line Supervisors of Food Preparation and Serving Workers	35-1012	7	\$59.85	\$17.12	40	\$124,481.00	\$871,367.00
First-Line Supervisors of Mechanics, Installers, and Repairers	49-1011	4	\$49.76	\$34.96	40	\$103,492.00	\$413,968.00
Food Preparation Workers	35-2021	71	\$22.27	\$15.23	40	\$46,315.00	\$3,288,365.00
Human Resources Managers	11-3121	3	\$63.63	\$46.07	40	\$132,346.00	\$397,038.00
Industrial Engineers	17-2112	3	\$53.96	\$45.76	40	\$112,237.00	\$336,711.00
Maintenance Workers, Machinery	49-9043	10	\$30.76	\$30.62	40	\$63,984.00	\$639,840.00
Marketing Managers	11-2021	3	\$74.52	\$50.73	40	\$155,000.00	\$465,000.00
Purchasing Managers	11-3061	1	\$75.62	\$43.72	40	\$157,290.00	\$157,290.00
Sales Managers	11-2022	9	\$69.43	\$57.05	40	\$144,407.00	\$1,299,663.00
Security Guards	33-9032	1	\$31.00	\$15.08	40	\$64,480.00	\$64,480.00
Shipping, Receiving, and Inventory Clerks	43-5071	2	\$48.47	\$18.11	40	\$100,816.00	\$201,632.00
Stationary Engineers and Boiler Operators	51-8021	4	\$35.66	\$27.83	40	\$74,179.00	\$296,716.00
Welders, Cutters, Solderers, and Brazers	51-4121	1	\$30.21	\$24.53	40	\$62,832.00	\$62,832.00
TOTAL		144	\$37.97	\$26.56			\$11,373,937.00

Section 2 - Employment Projections

Directions: Please estimate full-time job growth in Section 2, complete columns (b) and (c). These estimates are used for state economic impact and net tax revenue analysis that this agency is required to report. The company will not be required to reach these estimated levels of employment. **Please enter the estimated new full time employees on a year by year basis (not cumulative)**

(a) Year	(b) Number of New FTE(s)	(c) Average Hourly Wage	(d) Payroll
3-Year	5	\$30.00	\$312,000.00
4-Year	0	\$0.00	\$0.00
5-Year	0	\$0.00	\$0.00

* Column (e) determines if wage is commensurate to current wage ranges in the region the company plans to locate/is located. For these purposes the mean average hourly wage for the location has been used.

U = Unknown / data set for region is not currently available.

Source: **Lighcast™** county wages based on the Bureau of Labor Statistics Occupational Employment and Wage Statistics program and county-level administrative wage data.

5(C) Evaluation of Health Plans Offered by Companies

Company Name: Juanita's Foods County: Clark

Total Number of Full-Time Employees: 144

Average Hourly Wage per Employee \$37.97
 Average Annual Wage per Employee (implied) \$78,985.67

COST OF HEALTH INSURANCE

Annual Health Insurance Premium Cost: \$9,722

Percentage of Premium Covered by:

Company	86%
Employee	14%

HEALTH INSURANCE PLANS:

Base Health Insurance Plan*:	Kaiser Deductible HMO
Deductible - per employee	\$ 250
Coinsurance	\$10 copay + 10% Emergency
Out-of-Pocket Maximum per employee	\$ 2,500

Additional Health Insurance Plan*:	Blue Shield HMO
Deductible - per employee	\$ -
Coinsurance	\$10 - \$150 copay depending on svc.
Out-of-Pocket Maximum per employee	\$ 2,500

Additional Health Insurance Plan*:	
Deductible - per employee	\$ -
Coinsurance	0% / 0%
Out-of-Pocket Maximum per employee	\$ -

*Note: **Please list only "In Network" for deductible and out of the pocket amounts.**

Generalized Criteria for Essential Health Benefits (EHB)

[following requirements outlined in the Affordable Care Act and US Code, including 42 USC Section 18022]

Covered employee's premium not to exceed 9.5% of annual wage	2.0%	MMQ
Annual Out-of-Pocket Maximum not to exceed \$9,450 (2024)	\$2,500	MMQ

Minimum essential health benefits covered (Company offers PPO):

- (A) Ambulatory patient services
- (B) Emergency services
- (C) Hospitalization
- (D) Maternity and newborn care
- (E) Mental health/substance use disorder/behavioral health treatment
- (F) Prescription drugs
- (G) Rehabilitative and habilitative services and devices
- (H) Laboratory services
- (I) Preventive and wellness services and chronic disease management
- (J) Pediatric services, including oral and vision care

No Annual Limits on Essential Health Benefits

I, the undersigned, hereby declare to the Governor's Office of Economic Development that the facts herein stated are true, and that I have attached a qualified plan with information highlighting where our plan reflects meeting the 65% minimum threshold for the employee paid portion of the plan for GOED to independently confirm the same.

Margarito Rodriguez
 Name of person authorized for signature

 Signature

CFO
 Title

7/7/2023
 Date

5(D) Company Information

Company Name: Juanita's Foods

County: Clark

Section I - Company Interest List

Directions: Please provide a detailed list of owners and/or members of the company. *The Governor's Office of Economic Development strives to maintain the highest standards of integrity, and it is vital that the public be confident of our commitment. Accordingly, any conflict or appearance of a conflict must be avoided. To maintain our integrity and credibility, the applicant is required to provide a detailed list of owners, members, equity holders and Board members of the company.*

(a) Name	(b) Title
Aaron De La Torre	Shareholder/CEO
Mark De La Torre	Shareholder/Board Director
Reginald Harpur	Shareholder/Board Director

Section 2 - Company Affiliates and/or Subsidiaries

Are there any subsidiary or affiliate companies sharing tax liability with the applicant company? No Yes

If Yes, continue below:

Directions: In order to include affiliates/subsidiaries, under the exemption letter, they must to be added to the Contract. Per standard practice GOED requires a corporate schematic to understand the exact relationships between the companies. Please populate the below table to show the exact relationships between the companies and include:

1. The names as they would read on the tax exemption letter.
2. Which entity(ies) will do the hiring?
3. Which entity(ies) will be purchasing the equipment?

Name of Subsidiary or Affiliate Entity, Role and Legal Control Relationship

Please include any additional details below:



About US



Juanita's Foods – Family Owned for 70+ Years

- Juanita's, Pico Pica, Tia Anita's products are made by Juanita's Foods, a third-generation family-owned and operated CPG company since 1946
- Juanita's is the world's largest manufacturer of canned Menudo
 - For over 70 years Juanita's Foods has supported the local community that embraced it through programs like the Boys & Girls Club of LA Harbor, George de la Torre Jr. Elementary School Arts Program and the Long Beach Food Bank. In 2019, City of Los Angeles renamed a portion of the current Eubank Avenue to **"GEORGE DE LA TORRE JR AVENUE"** to honor the legacy of the late owner.
- We remain dedicated to authentic, high-quality Mexican food:
 - Menudo (6 varieties)
 - Pozole (4 varieties)
 - Albondigas
 - Hominy (2 varieties)
 - Pork Chile Verde
 - Nacho Cheese Sauce
 - Sauces (3 varieties)



Defining Milestones in our History: Origins – 1990's

- 1946 George De La Torre and his nephew, Albert Guerrero, establish the Harbor Canning Company in Wilmington, California.
- 1950 Started canning their popular Menudo, and is now the world's largest manufacturer of canned menudo
- 1968 George De La Torre, Jr. becomes the head of the family business
- 1970 Introduce Mexican Style Hominy and acquires Pico Pica Brand in 1978
- 1980 Hot & Spicy Menudo, Sin Maiz Menudo, Pork Red Pozole and Albondigas introduced
- 1990 White Menudo introduced



Defining Milestones in Our History: 2000's - Today

- 2000 Chicken Green Pozole, Pork Chile Verde and Nacho Cheese Sauce introduced. A new generation of the De La Torre Family, Mark, Gina and Aaron, assume leadership of the family business.
- 2010 Chicken Mole, White Hominy and Chicken Red Pozole introduced
- 2017 Pork Green Pozole, improved Pork Red Pozole, improved Chicken Red Pozole, improved Chicken Green Pozole, premium Honeycomb Menudo were introduced
- 2018 Juanita's receives *Guinness World Record* for largest Menudo Soup. A 300-gallon kettle was used to cook the traditional Mexican-style soup, which weighed in at 2,430 lbs. Juanita's introduces new Extra Hot Menudo.
- 2020 City of Los Angeles renamed a portion of the current Eubank Avenue to "**GEORGE DE LA TORRE JR AVENUE**" to honor the legacy of the late owner.



Juanita's is a Certified Minority Business and Leads Production of Menudo, Pozole & Hominy

- World's first and largest manufacturer of Menudo - 99% share
 - Juanita's invented canned Menudo and Pozole – #1 share in both categories
 - First to market canned “Mexican Style Hominy” - #1, 86% share of segment
- Certified Minority Business Enterprise



California Based and a Wilmington, CA Staple

- 12-acre company-owned site Wilmington, CA
- 150,000 sq. ft. manufacturing and distribution center
- 38 years at this facility; 74 years in So. California
- Approved Facility
 - Daily monitoring and pre-operation inspection by USDA
 - FDA Hold and Release of PH controlled products
 - Supplier compliance management and audits
 - Comprehensive Quality Management System (QMS)
 - Internal and third-party auditing
- SQF Level 3
 - Successfully pass SQF rating annually
 - Comprehensive HACCP program reviewed, verified and validated annually

Juanita's Vision, Mission & Values Drive our Attention to Quality and Family



Juanita's is the #1 Brand of Menudo, Hominy & Pozole



High Quality Mexican Food



Convenient Heat & Serve



Authentic Homemade Taste

Juanita's Foods Brands



Juanita's: A Proud History of Successful Products



Our Target Consumer

- **Target Consumer:** Mexican-Americans of any generation who want a convenient solution to continue enjoying traditional Mexican food in their busy lives.
 - **Age:** Millennials, 25-38 age; GenX, 39-55 age
 - **Urbanicity:** Urban
 - **Income:** Low Income, under \$40k
 - **Education:** High school education or less
 - **Ethnicity:** Acculturated 26%; Semi-acculturated 30%; Unacculturated 44%
 - **Household:** Has children 28%; HH size 4+ 31%; HH size 7+ 41%
- Consumer's brand perception:
 - Juanita's stands for quality, trust and authentic recipes
 - It's associated with traditional Mexican cuisine and family traditions
 - Juanita's Menudo is associated specifically with attributes such as "pure", "convenient", "quality", "like homemade"
- The Juanita's logo is highly recognized by consumers



Juanita's is Supported by Customers Across the Country



- We are sold across the country in key retailers like Wal-Mart and Kroger as well as, regional independent stores
- Southern California is our strongest market
- We are focused on expanding distribution nationwide:
 - 94 oz Menudo items are ranked **#8** and **#9** by \$/Store/Week in the PREPARED FOODS Super Category.
 - 110 oz Mexican Style Hominy is the **#2** item in the VEGETABLES Super Category!
- Our product mix includes Menudo, Hominy, Pozole, Albondigas, Chile Verde, Nacho Cheese Sauce and Hot sauces



#1 in Menudo, Hominy, Pozole & Nacho Cheese

- #1 Menudo brand
- # 1 Hominy brand
- # 1 Pozole brand
- #1 Nacho Cheese brand in \$ per store per week

- Menudo: **96% share** of Total U.S.
- Pozole: **94% share** of Total U.S.
- Hominy: **43.1% share** of Total U.S.
- Cheese Sauce Category: Fastest growing Cheese Sauce among top 6 brands in the U.S. at **22.4% growth** vs PY (5.5% share of Total U.S.)



Hominy



Menudo



Pozole



Nacho Cheese Sauce

Brief Description of the Project
