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## **Strauss Brands to Build Headquarters and Processing Facility at Century City**

MILWAUKEE – Mayor Tom Barrett today joined with the owners of Strauss Brands LLC and regional economic development officials to announce that Strauss will construct a 175,000 square foot headquarters and meat processing operation at Milwaukee’s Century City business park.

Strauss supplies premium quality, sustainably and humanely raised meats to customers coast to coast. Their fastest growing segments include grass-fed beef, and organic beef as well as other speciality meats. Products can be purchased at fine retailers and restaurants throughout the Milwaukee area.

“Since 1937, we have proudly operated both in and around Milwaukee. Today, with the support of Mayor Barrett and Milwaukee economic development officials, we are excited to announce our return to the city of Milwaukee, home of our operational roots,” shared Randy Strauss, 3<sup>rd</sup> generation co-owner and CEO of Strauss Brands.

Strauss will commence construction on the Century City project later this year with occupancy expected in 2021. The company will employ 250 workers at Century City, including headquarters staff and production personnel. The facility will be designed to accommodate growth scenarios that could bring significant additional jobs and investment to the Century City operation.

“Strauss Brands is a very positive addition to the mix of businesses located at Century City,” Mayor Tom Barrett said. “Century City is part of Milwaukee’s continuing reinvention. We are building a manufacturing future here with good companies, modern facilities, and jobs for great Milwaukee workers.”

The city will sell twenty acres along Hopkins Street south of Capitol Drive to Strauss for one dollar. In addition, the city will advance a developer-financed tax incremental district valued at up to \$4.5-million. Strauss has agreed to meet Residents Preference Program and Small Business Enterprise requirements in the construction of the new facility. Approvals from the Redevelopment Authority, the Common Council, and the Joint Review Board will be sought in the coming weeks.

“Century City has always offered strong advantages for businesses, and Strauss Brands recognizes that,” Alderman Khalif Rainey said. “There is buildable land, and a good transportation network with rail and highways. The best part of Century City, though, is people – welcoming neighbors, capable workers, and a supportive group of fellow business operators.”

The Milwaukee 7 economic development organization assisted Strauss in its evaluation of Century City.

“We’re delighted that Strauss has chosen to deepen its presence in southeastern Wisconsin,” said Gale Klappa, co-chair of Milwaukee 7 and executive chairman of WEC Energy Group. “Century City is the site upon which much of Milwaukee’s rich manufacturing heritage is written. Strauss will soon be creating a robust new chapter, bringing jobs and investment to Milwaukee’s north side.”

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