



Company: Alpina Foods
Headquarters: Miami, Fla.
Yogurt Plant: Batavia, N.Y.
Total Number of Employees: 109
General Manager: Gustavo Badino

Activities and Developments

Alpina Foods' parent company, Alpina, started out as the dream of two Swiss entrepreneurs, Max Bazinger and Walter Goggel, who immigrated to South America in 1945. They settled in Sopo, Colombia, a small town near Bogota, built a modest factory, and used their Swiss traditions and expertise to create artisan cheeses by hand.

As the years progressed, Alpina became one of the most beloved and respected brands in South America. Today, the company earns more than \$800 million in annual revenues from more than 500 dairy products that it exports to 20 countries. Alpina's products like Avena Oat Smoothie and Arequipe Dulche De Leche spreads became a fundamental part of millions of people's daily lives.



Six decades after the founders created Alpina, the company took on the challenge of establishing its presence in the heart of American Hispanic culture by opening a U.S. arm to better service its Latin American audiences. In 2009, Alpina Foods Inc. was launched and opened a corporate office in Miami, Florida. Along with the goal of growing its South American portfolio in the U.S., Alpina looked to capitalize on the broader opportunities North America presented in the Greek yogurt category.



In 2011, Alpina Foods broke ground on its first North American manufacturing facility in Batavia, N.Y., Today, the facility produces the company's Greek and traditional style yogurt lines, and employs more than 50 full-time staff.



Why Batavia, New York?

Batavia's Agribusiness Park in Western New York was an ideal location for Alpina Foods'



\$20 million plant. Not only was there 250 acres of shovel-ready land specifically dedicated to the food processing industry, but it was also close to a robust milk supply, is within a day's drive of more than 25% of the U.S. population, and is home to a skilled local workforce.

The region's nationally acclaimed colleges such as Cornell University and Rochester Institute of Technology were also a big draw for Alpina. These higher education institutions have been instrumental in research, product design, and developing the company's workforce.

Thanks to the significant support of the region's top economic development agencies, including Genesee County Economic Development Corporation, Greater Rochester Enterprise, and Buffalo Niagara Enterprise, Alpina Foods was able to move quickly to make its new Batavia plant a reality.

Growth in Greek Yogurt

To meet the growing demand for quality Greek yogurt options, Alpina Foods developed a line of unique Greek yogurts that would help the new brand stand out on retail shelves and capture the needs of health-conscious, on-the-go consumers— Alpina Greek with Artisan Granola.



Alpina Greek with Artisan Granola yogurt is an all-natural, authentically strained Greek yogurt that comes paired with certified gluten-free granola mix-ins. The granolas are a unique, proprietary blend of nuts, grains, and seeds created by a health and wellness chef and prepared by Udi's Gluten Free. It is available in nine flavors: blueberry with almond berry granola, strawberry with almond berry granola, vanilla bean with chai spices granola, honey with chai spices granola, mango with tropical chia granola, peach with tropical chia granola, plain with superfoods granola, pineapple with tropical chia granola, raspberry with super foods granola, and black cherry with super foods granola.

After seeing success with its first Greek yogurt line, Alpina Foods launched Alpina Greek—an all-natural, authentically strained Greek yogurt without granola toppings. Alpina Greek is made entirely from natural ingredients with no artificial thickeners or flavoring and up to one-third less sugar than leading competitors. Alpina Greek is a fruit-on-the-bottom style

yogurt available in eight flavors: blueberry, strawberry, vanilla bean, mango, peach, pineapple, and raspberry.

Alpina Foods also manufactures a traditional yogurt line – Alpina Bon Yurt. Bon Yurt is a creamy, low-fat vanilla yogurt with a wide selection of cereal or cookie toppings including: Cookies & Cream, Cocoa Rice Crunch, Frosted Flakes, Fruit Rings, Chocolate Mini Gems, and Chocolate Chip Cookies. It is the perfect breakfast or snack for on-the-go kids and adults.

Alpina dairy products are available in many high-end stores and supermarkets throughout the Eastern region of the U.S. In the Western New York region, Alpina can be found at Wegmans Family Markets, Tops Friendly Markets, and other independent retailers.

Alpina Foods remains focused on innovating and expanding its product lines. Consumers can expect to see many more delicious Alpina products on the shelves at their favorite premium grocery outlet.

The company looks forward to bringing its philosophy of collective prosperity to the Upstate New York region, and is committed to becoming active in the community, supporting its employees, and contributing to further development in the region. Alpina Foods' superior work ethic and the exceptional quality of their products consistently meet the high expectations of their customers around the globe.

