



# C A L I F O R N I A

## Labor & Workforce Development Agency

### N E W S R E L E A S E

#### FOR IMMEDIATE RELEASE

**Contact:** Dave Freitas - 916-653-6112  
**Internet:** <http://www.labor.ca.gov>

**Date:** May 19, 2005  
**News Release No.:** 05-02

### **Labor and Workforce Development Agency and the Gatorade Company announce major reinvestment in Oakland**

Working with a team of state and local organizations, which includes the Labor and Workforce Development Agency's (LWDA) Business Investment Services Unit (CalBIS) and the Employment Training Panel (ETP), The Gatorade Company (a division of Pepsico) announced it is reinvesting more than \$20 million in its Oakland area manufacturing plant.

"We're very pleased with the cooperation of state and local officials who helped make Oakland a great environment in which to run our operations," said Gatorade President Chuck Maniscalco. "This plant has a long and proud history thanks to our government partners and our incredible team of 150 employees."

Under the governor's leadership to ensure that California remains business friendly by encouraging job growth, job creation, and job retention, a team comprised of CalBIS, ETP and the City of Oakland worked diligently with Gatorade for nine months to ensure it continues with its business operations in the community. Oakland's Economic Development Agency, the Economic Development Alliance for Business in Alameda County, East Bay Municipal Utilities District, and Pacific Gas & Electric Company were also instrumental in keeping Gatorade in the community.

"This is a perfect example of the kind of collaboration it takes to keep businesses in California," said Victoria Bradshaw, secretary of LWDA. "A collaboration between government and the private sector helps enhance business opportunities and foster community pride."

*Governor  
Arnold  
Schwarzenegger*

*Secretary  
Victoria L. Bradshaw*

Agricultural  
Labor  
Relations  
Board

California  
Unemployment  
Insurance  
Appeals  
Board

California  
Workforce  
Investment  
Board

Department of  
Industrial  
Relations

Economic  
Strategy  
Panel

Employment  
Development  
Department

Employment  
Training  
Panel

Oakland Mayor Jerry Brown also praised the company for its dedication to the City, to the plant's employees and to a spirit of economic revitalization.

The team of state and local organizations will help deliver infrastructure improvements and training funds, and Gatorade will install state-of the art bottling equipment and refurbish the facility's electrical and HVAC systems, among other improvements. The ETP contract and the City of Oakland redevelopment agency agreement were approved in April with ETP providing \$192,000 for training purposes.

CalBIS has been established within EDD as the "front door" for employers, providing no-fee site selection assistance and investment counseling for corporate real estate executives and site location consultants considering California for new business investment and job creation. For information on CalBIS please visit <http://www.labor.ca.gov/calbis>

###