

# THE CITY OF SAN FERNANDO

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COUNCILMEMBER  
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## MEDIA ADVISORY

**CONTACT:** Timothy Hou, Deputy City Manager/Director of Community Development  
(818) 898-1202

**DATE:** February 11, 2020

### **AMERICAN FRUITS AND FLAVORS, MONSTER BEVERAGE CORPORATION AND THE CITY OF SAN FERNANDO TO HOLD OFFICIAL GROUND BREAKING AND SHOVEL CEREMONY FOR THE NEW MANUFACTURING FACILITY IN SAN FERNANDO**



**WHO/WHAT:** American Fruits and Flavors, LLC (AFF), Monster Beverage Corporation and the City of San Fernando will break ground on the future Monster Beverage flavoring manufacturing facility, located at 510 Park Avenue, San Fernando. The 7.6 acre site, which formerly served as a service yard for Frontier Communications, was entitled in October 2018 by its previous owner for redevelopment of a new 168,676 sq. ft. industrial development. AFF was acquired by Monster Beverage Corporation in 2016 and is the primary flavor supplier for flagship Monster Energy drinks, as well as several other key flavors. They will be joined by San Fernando Mayor Joel Fajardo, City Councilmembers, and Alston Construction, the Design Build General Contractor for the project.

**WHEN:** Thursday, February 13, 2020

**TIME:** 11:00 am – 12:00 pm  
**Media check-in at 10:45 am**

**WHERE:** 510 Park Avenue, San Fernando (entrance on Library Street)

**NOTE:** This event will be open to the public.

## ADMINISTRATION DEPARTMENT

117 MACNEIL STREET  
SAN FERNANDO  
CALIFORNIA  
91340

OFFICE OF THE  
CITY MANAGER  
(818) 898-1202

WWW.SFCITY.ORG

### **About American Fruits and Flavors, LLC**

American Fruits and Flavors started in 1962 as a flavor company called California Flavor Labs, creating and producing flavors for the bar mix and soda fountain industries. In 1972, American Fruit Processors was formed to address the growing demand for fruit juices and concentrates. In 1978, the company relocated to a facility in Pacoima where there was room to grow. The synergy between the flavors and fruit juices gave the company a competitive edge which opened a whole new market for the company. Thus, American Fruits & Flavors was formed to address this need. The company continued to grow rapidly, servicing the food, beverage and supplement industries with a wide array of products and services. In the early 1990's,

## **MEDIA ADVISORY**

American Fruits and Flavors, Monster Beverage Corporation and the City of San Fernando to Hold Official Groundbreaking and Shovel Ceremony for the New Manufacturing Facility in the City of San Fernando  
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American Fruits & Flavors partnered with Hansen Beverage Corporation (now known as Monster Beverage Corporation) and developed a strong partnership with the company in the creation and development of a multitude of products. As a result of their significant growth at the turn of the century, American Fruits & Flavors was acquired by Monster Beverage Corporation in April 2016 and American Fruits and Flavors, LLC was formed. In order to accommodate future growth, AFF is building a new manufacturing facility in San Fernando, where they will relocate operations from their Pacoima and Los Angeles facilities. The new San Fernando facility will give AFF the opportunity for continued future growth with improved efficiencies and the capacity to continue moving forward and building its brand.

### **About Monster Beverage Corporation**

Monster Beverage Corporation, through its subsidiaries, develops, markets, sells, and distributes energy drink beverages and concentrates in the United States and internationally. It operates through three segments: Monster Energy Drinks, Strategic Brands, and Other. Monster offers ready-to-drink packaged energy drinks, carbonated energy drinks, non-carbonated dairy based coffee and energy drinks, non-carbonated energy shakes, and non-carbonated energy drinks. Monster sells its products primarily to bottlers and full service beverage distributors, as well as directly to retail grocery and specialty chains, wholesalers, club stores, drug stores, mass merchandisers, convenience chains, food service customers, and the military. Monster also sells concentrates and/or beverage bases to authorized bottling and canning operations.

The Company was formerly known as Hansen Natural Corporation and was founded in the 1930s. In January 2012, the Company changed its name to Monster Beverage Corporation. In 2015, Strategic Brands was acquired from Coca-Cola Company and disposed of their non-energy drink business. In 2016, the acquisition of flavor supplier and long-time business partner American Fruits and Flavors (AFF) was completed. Monster Beverage Corporation was founded in 1985 and is headquartered in Corona, California.

### **About Alston Construction**

Alston Construction offers a diverse background of general contracting, construction management and design-build experience of industrial, commercial, healthcare, education, retail and government projects. A privately-held company, Alston has worked on projects ranging from \$250,000 to more than \$150 million. Alston's overall goal is to provide quality, cost efficient projects that leave a positive experience for their clients. Throughout their 34+ year history, it is their client list which is the greatest tribute to the professionalism and performance of the company. Alston is proud to perform work for owners with whom they have developed lasting relationships, deriving more than 80% of their work from repeat clients. Alston currently has 19 offices in the continental U.S. giving their team a competitive edge in fostering client, developer and subcontractor relationships.

### **About the City of San Fernando**

Incorporated in 1911 and nestled at the foothills of the San Gabriel Mountains, San Fernando has a population of approximately 25,000, and is a diverse, family-oriented community of about 2.4 square miles. The City of San Fernando is a full-service General Law City with in-house Police, Public Works, Finance, Community Development, Recreation and Community Services, City Clerk and Administration departments. The City contracts for fire services with the City of Los Angeles and is governed by a five-member City Council who serves four-year terms, with a Mayor appointed every year, on a rotating basis, by a majority vote of the City Council.