Herb producer plans expansion in Vineland

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VINELAND - A culinary herb producer with ties to major retailers across the country is poised to expand its operation into Vineland.

Infinite Herbs at this week's New Jersey Economic Development Authority meeting was approved for $6.25 million in tax credits over 10 years to help facilitate the transition.

The company's arrival in Vineland would create around 125 jobs in the first year, Infinite Herbs Managing Director Camilo Penalosa told The Daily Journal. "Then we'll see where it goes from there," he said.

Infinite Herbs, headquartered in Miami and founded in 2003, is eyeing a new building under construction by Stanker & Galetto at 2440 N. Mill Road. Infinite Herbs plans to utilize 30,000 square feet of the 150,000-square-foot site.

The company also operates in California, Boston and Chicago, with growers across the country and in South America, Canada and Mexico.

Penalosa said Infinite Herbs had been looking to expand to the Mid-Atlantic for the last six years and Vineland remained on its radar due to the company's relationship with growers here.

"We could have moved to another big city, but the idea is to be next to the growers," Penalosa said. "I've been in Vineland many times, so this area is not new to us. In terms of timing, this is when the economy made it happen."

Infinite Herbs' product line is vast. Herbs, as the company's name suggests, are predictably a big focus — with offerings like basil, cilantro, mint, oregano and more. Specialty produce such as aloe vera, ginger and hot peppers also make up a small part of Infinite Herbs' portfolio, Penalosa said.
The company's client list includes the likes of Walmart, Trader Joe's and Whole Foods.

Penalosa said the bulk of jobs coming to Vineland will be of the food processing and packing variety.

Infinite Herbs hopes to be up and running this summer, according to Penalosa, but that's not a guarantee.

Ethan Byler in business development for Stanker & Galetto said Infinite Herbs is one of four planned tenants at the North Mill Road facility.

Construction on the building started at the end of 2016, Byler said. If not by summer, Byler said Infinite Herbs should be operational no later than fall.

Vineland Mayor Anthony Fanucci called Infinite Herbs a "perfect fit" for the city given its reputation as a home to food manufacturers and the farming industry.

"In addition to the new capital investment and jobs for city residents they will bring, the company offers a wonderful partnership opportunity for local farmers who can help provide the fresh products Infinite's customers are looking for," Fanucci said.

"We welcome the chance to work with their management team in whatever capacity they may need, and to making their move to Vineland a smooth one."

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