



## Finding the Right Way to Consolidate

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### Challenge:

Advance Realty Group was engaged by Allied Beverage, LLC to conduct a search for a headquarters facility which would consolidate three existing distribution operations and related offices into North Jersey. The targeted area was the turnpike corridor from exit 10 to the northern terminus. Requirement included over 40,000 SF of office and 450,000 SF of distribution 28 feet clear. Advance interviewed all key individuals involved in the process and developed from those interviews a program set of specifications, as well as an RFP package to be used in requesting proposals from building owners.

### Solution:

Advance identified several buildings that fit the criteria, submitted RFP packages and evaluated proposals. In addition, Advance conducted a site search to investigate build-to-suit opportunities. However, Allied was operating on a very tight budget and build-to-suit as an alternative was not cost effective.

### Result:

Advance identified and successfully negotiated a lease with Prologis on a building formerly owned and occupied by The New York Times. Advance also assisted in the construction process which involved a \$5,000,000 renovation to the existing building and a 60,000 SF addition.

1430 State Highway 206, Suite 100  
Bedminster, New Jersey 07921  
Phone: 908.719.3000  
Fax 908.719.9444  
[www.advancerealtygroup.com](http://www.advancerealtygroup.com)

**User:** Allied Beverage  
Headquarters & Distribution Center  
Carlstadt, New Jersey

**Project Size:** 40,000 SF Office  
500,000 SF Distribution Center



*“Advance successfully found us a high-quality facility that completely fit our budget and time constraints, and we thank them for effectively and efficiently meeting our business needs. The team of professionals at Advance are outstanding at what they do and made our search for a new facility seamless.”*

*Jeffrey I. Altschuler  
President  
Allied Beverage Group, LLC*