



Major New Office Development

Client:

Odwalla, Inc., a wholly owned subsidiary of the Coca Cola Company

Location:

25 US States, 45 transactions

Size:

Various from as small as 5,000 square foot truck nodes to 30,000 square foot headquarters

Overview:

Ritchie Commercial was engaged as the broker for innovative Santa Cruz based juice company Odwalla before the company went public. Assignments included relocation of headquarters to Half Moon Bay, CA and oversight of all existing leasehold throughout the US as well as relocation, disposal and expansion of existing sites and procuring new sites as part of a national expansion.

Approach:

The Ritchie Team provided careful analysis of all existing leaseholds and market surveys for new locations. Odwalla's needs are complex due to the nature of its fresh product which must be transhipped from larger trucks to smaller vehicles in rapid fashion to allow for their unique distribution model accessing a highly specialized target customer. It is the modern equivalent of a national physical plant delivering fresh milk in small store formats.

Ritchie Commercial acts in many capacities including traditional brokerage, hiring brokers and off site real estate department. Fees are earned as commissions and through retainers

Results:

- Has successfully handled over 45 complex transactions in 25 states from a single source provider.
- Carefully nurtured Odwalla's spectacular growth abided by a shared philosophy of giving back to the community.
- Resolved very complex and expensive leasehold problems that were a result of a brief period wherein Odwalla engaged a brand national tenant brokerage firm that was terminated to rehire Ritchie Commercial.



For more information,
please contact:

Mark Ritchie

President



Ritchie Commercial Real Estate

351 California Street

Suite 150

San Francisco, California 94104

mritchie@ritchiecommercial.com

p: (415) 981-1115