

GROWTH MODE

Rosina is adding 150 employees as it expands its meatball plant



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Rosina Foods is in a hiring push, bringing on another 150 employees at its frozen meatball factory on Clinton Street in West Seneca.

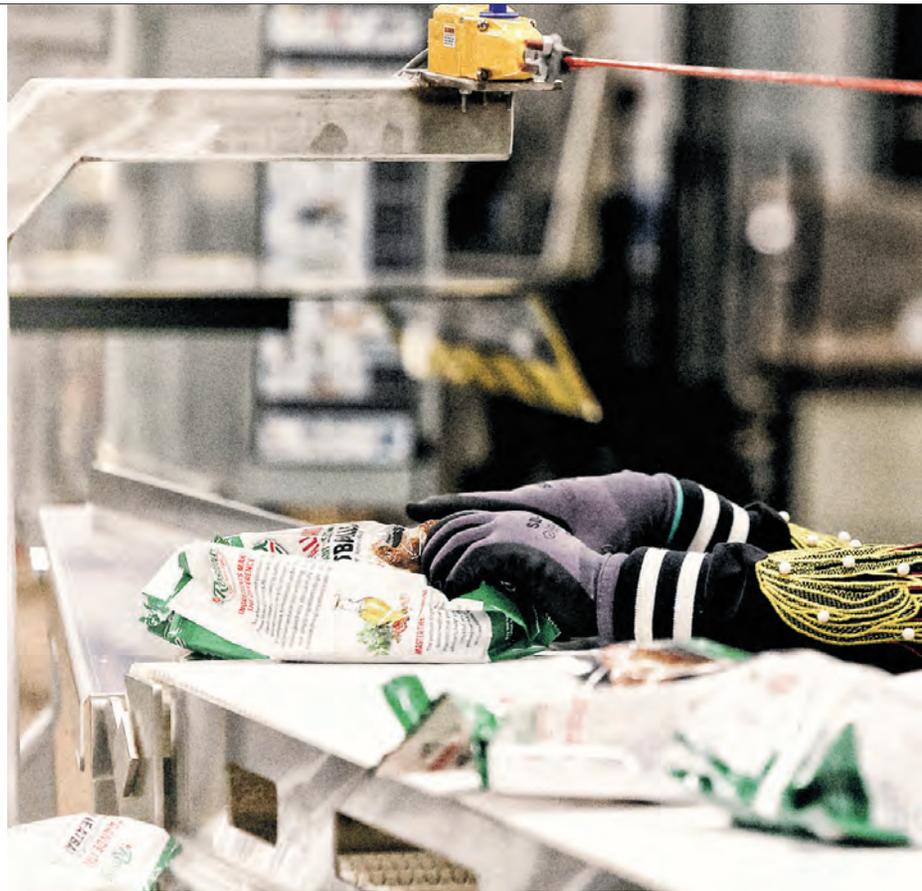
The family-run company is working to complete a 32,000-square-foot expansion to its meatball plant, which will double production, from 50,000 pounds to 100,000 pounds of meatballs annually. The plant will employ 400 people once that's done, but the company already employs more than 600 in Western New York, with its pasta plant and its headquarters on Empire Drive.

The company is also investing



Rosina is a very capital-intensive business, meaning the investment we've made in the community is very high."

President and CEO
Russell Corigliano Sr.



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A Rosina Food Products employee boxes frozen meatballs at the facility in West Seneca.



in an expansion of its pasta operations, according to President and CEO Russell Corigliano Sr.

“Right now, those plans are still under development,” he said. “I don’t believe it will be a brick-and-mortar expansion, but possibly we’ll be taking it apart, making it more efficient and adding more lines.”

The company is also the anchor tenant of a cold-storage facility going up across the street from the meatball plant. While that building is being constructed and managed by Gainesville, Georgia-based developer Agile Cold Storage, Rosina has a minority stake as an investor and will take up about two-thirds of the complex with 30 Rosina associates working there, Corigliano said. He expects it to open soon.

“Rosina is a very capital-intensive business, meaning the investment

we’ve made in the community is very high,” Corigliano said. “Home is home. This is where my parents were born and raised, where I was born and raised, and where my children were born and raised.”

He said there are business reasons for growing a company here, too, like a great workforce, access to highways and water. Building a plant the size of the meatball factory, however, is becoming more challenging, due to aging infrastructure and depleted resources.

“If you want to build a factory like we’re building, the power requirements are enormous, so it takes a lot of people to make it work,” he said. “I don’t think we’re going to attract new food manufacturing in Western New York, and part of it is because our infrastructure can’t support it.”

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