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Lt. Governor Kim Guadagno Continues "NJ Tried and True" Business Tour with Visit To Sea Breeze Fruit Flavors, Inc.

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Tags: [Jobs and the Economy](#)

Four Generations of Sanders Family Have Made Beverages, Syrups in New Jersey

Trenton, NJ - Lt. Governor Kim Guadagno today visited the Sea Breeze Fruit Flavors, Inc. headquarters in Towaco, the third stop in her "NJ Tried and True" business tour. These stops showcase New Jersey's distinctive family-owned and longstanding companies.

"Sea Breeze's story is one of the American Dream," said Lt. Governor Guadagno. "Making its products in New Jersey for nearly 90 years, Sea Breeze is a perfect example of how a family business that started with little more than a vision can become a successful, multi-generational corporation that stays true to its roots."

Founded in 1925 by **Barnet Sanders, a Polish immigrant**, Sea Breeze is a fourth-generation family-owned **manufacturer and distributor of premium beverages on tap. In the early days, Sanders made both bottled seltzer and flavored syrups for seltzer and water. He carried the glass bottles of seltzer and syrup on his shoulders to deliver to his customers.**

Barnet's son, Jack, created the "Sea Breeze" brand and added automated assembly line processes and production equipment. In 1983, Jack's son, Steve, moved Sea Breeze to the current Towaco location. Steve's son, Josh, joined the business in 2005 as the fourth-generation family member.

Today, Sea Breeze has an extensive product line of on tap beverages and syrups that includes an assortment of carbonated sodas, vitamin-enhanced drinks, iced teas and lemonades, energy drinks and – perhaps its most renowned product – Bosco chocolate syrup. The company's product line is now delivered by the company-owned fleet of vehicles. Sea Breeze also custom-installs dispensing equipment in restaurants, clubs, health care facilities, schools and catering halls designed to each facility's needs and provides emergency repair service within 24 hours, 365 days a year.

"It was a true honor to have Lt. Governor Guadagno visit Sea Breeze's headquarters in Towaco and see how our company operates," said Josh Sanders, Vice President of Sea Breeze. "For close to ninety years we have been a proud New Jersey manufacturer. And after all these years our commitment to top-of-the-line quality customer service and integrity continues."

Sea Breeze takes pride in its environmental approach to product packaging that reduces costs to consumers and minimizes the company's carbon footprint. The company recycles more than 95% of the waste that leaves their production facility, including corrugated paper, plastic and metal. Sea Breeze has received the New Jersey Restaurant Association's Best Beverage Vendor award for four consecutive years.

Across the United States, family-owned businesses account for 50% of the gross domestic product and 78% of all new job creation. Only 30% of family-owned businesses in America will be passing the reigns to the next generation, even though close to 70% would like to keep their business in the family. By the third generation, only 12% of family-owned businesses in the US are typically still viable. By the fourth generation and beyond, only 3% of family-owned

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businesses continue to exist. A true success story, Sea Breeze continues their legacy of providing high-quality service and products, the hallmarks of this successful multi-generational family business.

Businesses considering a move or in need of assistance are encouraged to call New Jersey's Business Action Center at (866) 534-7789 or visit the State's Business Portal at www.newjerseybusiness.gov.

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