

Former Crosetti plant sold

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WATSONVILLE — After 50 years at the same location, the former Crosetti Frozen Foods' plant on Salinas Road will be no longer.

The 10-acre complex in Pajaro, near downtown Watsonville, has been sold to a Santa Cruz partnership for an estimated \$4.5 million. It will be renamed the Pajaro Valley Industrial Center.

Jay Crosetti, son of the late J.J. Crosetti, founder of Crosetti Frozen Foods, said it was tough to sell what has been part of the family since 1940.

"We definitely have sentimental attachments, but, unfortunately, the property wasn't producing. It was strictly a logical business move."

Crosetti hasn't operated from the location since 1987 when it merged with the former Watsonville Canning Co., forming Norcal-Crosetti Frozen Foods. The company operates at the former Watsonville Canning plant at Ford and Walker streets, rendering the 225 Salinas Road property unnecessary.

"The Crosetti family presence in Watsonville will remain the very same," Crosetti said, adding that he wasn't actively looking to sell the property. "I was in a would-sell, not a for-sale position when the prospective buyers came forward."

The new owners, Encinal Partnership No. 1, is made up of Maynard Manson and Larry and Doug Michels. Manson is owner of Wavecrest Development and owns the former Santa Cruz ice plant along

with several properties in Harvey West Industrial Park.

Manson said the 100,000 square feet of existing buildings on the site will be cleaned and remodeled, with some new buildings possibly to come. About four acres of the parcel is undeveloped.

"We're going to repair and bring all the buildings up to date," Manson said. "We'll give the property a whole new look. We want to give it a new life."

The property is currently home to three industrial tenants, all of whom are expected to remain in the newly named center. They include Americold, a cold-storage facility with several Watsonville locations; Squid Machine Corporation, a squid-processing company; and the Pajaro water district.



Familiar Crosetti plant will be turned into industrial complex

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