

Turkish Candy Company Investing \$20M to Begin Manufacturing in Lehigh Valley

By Paul Muschick / photos by J Taylor Design. Other photos by LVEDC

LEHIGH VALLEY - Kervan USA, a Turkish company that produces gummy, licorice, and marshmallow candies, will open a \$20 million packaging and manufacturing facility in the Lehigh Valley.

The company currently has its U.S. headquarters here, in Whitehall Township, and packaging and distribution locations in New Jersey.

It will consolidate those operations, and later add manufacturing, at a 90,000-square-foot building under construction in Lower Nazareth and Bethlehem townships that is expected to be open next year. Plans call for about 40 new employees to be hired, bringing Kervan USA's Lehigh Valley workforce to about 50.

"This location made perfect sense, both proximity to the ports and the workforce," Gokhan Kacmaz, Kervan USA's Chief Financial Officer, said at a groundbreaking ceremony on June 26. "We saw a big opportunity. All this made the Lehigh Valley a great location to make this investment."

Kervan USA CEO Burak Cezik said the Lehigh Valley's population growth, to more than 708,000, was another factor: "This area is booming."

The cost to locate in the Lehigh Valley compared to New Jersey was another advantage, the Kervan executives said.

"The advantages that Kervan USA identified in the Lehigh Valley are what make the region a hub for food and beverage manufacturing," said Doug Warfel, Director of Attraction and Lending at Lehigh Valley Economic Development Corporation (LVEDC).



Kervan manufactures more than 200 different candy varieties under the Bebeto and Yummy Yummy brands in Turkey, Poland, and Egypt. It plans to import them to the new Lehigh Valley location through

"We're really excited to have you here," said Tina Smith, Director of the Northampton County Department of Community and Economic Development. "Thank you for making the county a little bit sweeter."

The leadership at Kervan USA thanked state, county, and township officials including state Rep. Joe Emrick; LVEDC; the Greater Lehigh Valley Chamber of Commerce; architecture firm Alloy5; construction manager Forge39; and Community Bank for the roles they played in the expansion.

"We had very valuable and helpful stakeholders throughout this process," Kacmaz said.

Kervan products are sold in stores including Walmart, Dollar Tree, Dollar General, and Trader Joe's. The company also makes branded candy, including for Crayola, the iconic manufacturer of crayons and other creative art supplies that has been based in the Lehigh Valley for more than a century.

What Businesses of All Sizes Can Learn at the 7th Annual Internship Summit

By Paul Muschick

LEHIGH VALLEY - Internships are a proven way to build a pipeline of talent, but the types of guidance businesses need evolves over time according to their size and expertise with hosting interns. The 7th Annual Lehigh Valley Internship Summit will feature tailored advice to help businesses of all sizes succeed with their programs.

The summit, July 23 at DeSales University, is presented by Lehigh Valley Economic Development Corporation (LVEDC) in partnership with the Lehigh Valley's colleges and universities. There is no cost to attend the Internship Summit, which runs from 8 a.m. to 12 p.m. Registration is required. Register here <https://www.lehighvalley.org/events/2025/07/23/summit/7th-annual-lehigh-valley-internship-summit/>.

Andrea Reger, Manager, Career Navigation, at St. Luke's University Health Network, will share information for how large businesses can grow internship programs. That includes how to describe the program to potential applicants; how to measure results; and how to achieve the goal of converting interns to employees.

Two executives at Gross McGinley LLP, Managing Director Deb Faulkinberry and Human Resources Manager Christina Anderson, will share information to help small businesses create and grow an internship program. That includes how an internship program can help build talent, how to get buy-in from employees and management,

and how to start and then sustain a program.

The keynote speaker at the Internship Summit will be Carly Chase, an Adjunct Professor teaching entrepreneurship at Columbia Business School.

One panel will highlight the impacts of artificial intelligence, including how Lehigh Valley employers are leveraging the technology, and what AI skills employers are looking for interns to bring.

Crayola is Presenting Sponsor of the 7th Annual Internship Summit. DeSales University is Host Sponsor. Moravian University is a Gold Sponsor. Silver Sponsors are Ben Franklin Technology Partners of Northeastern Pennsylvania; Muhlenberg College; Northampton Community College; and St. Luke's University Health Network.



"The location between New York and Philadelphia provides access to multiple ports and international airports and is within a day's drive of one-third of the U.S. population, making it easy for manufacturers to get their products to market."

Food and beverage manufacturing is one of the sectors of the economy targeted for growth by LVEDC in its new strategic plan.

Food and beverage companies operating in the Lehigh Valley include global brands such as Coca-Cola, Boston Beer, Ocean Spray, and Keurig Dr Pepper, along with Freshpet, Bimbo Bakeries, and Bakerly/Norac Foods, and smaller producers such as Kervan USA, The Granola Factory, and Mishka Vodka.

Employment in food and beverage production in the Lehigh Valley has increased by about 52% in the last decade, to about 7,100. Nearly half of all dog and cat food production jobs in Pennsylvania are in the Lehigh Valley.

Manufacturing is a leading driver of the region's growing economy, with more than 700 manufacturers collectively producing an output of \$9 billion annually. That makes up 16% of the Lehigh Valley's record Gross Domestic Product of nearly \$56 billion.

International manufacturers such as Kervan USA play a sizeable role. The Lehigh Valley has more than 100 international companies, including the U.S. headquarters of Olympus Corporation of the Americas (Japan) and B. Braun Medical (Germany). It is home to operations of global leaders like Mack Trucks (Sweden), Evonik (Germany), and Air Liquide (France).

Nearly half of the business location and expansion prospects that LVEDC has worked with recently are international. The Kervan USA groundbreaking was the second international investment announcement within a week, following an expansion by Bronkhorst, a Dutch company that produces instruments that regulate and control pressure and the flow of liquids and gases.

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Lehigh Valley Internship Summit

Internships connect you with your future talent.
This summit informs businesses about best practices and current trends in internship programs to ensure yours is a success.



Topics: What Interns Want. Grow a Program. AI Impacts. Managing Interns.



JULY 23
WEDNESDAY
8AM - 12PM

DeSales University
2755 Station Ave.
Center Valley, PA
University Center



Registration required. No cost to attend.
Registration comes with complimentary subscriptions to LVEDC's weekly Lehigh Valley Insider and quarterly Lehigh Valley Talent e-newsletters.

Presented in partnership with Lehigh Valley colleges and universities.