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Cushman & Wakefield facilitates Welch's relocation to 60,000 s/f at 1601 Trapelo Rd. within Reservoir Place

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Waltham, MA Welch's, a leader in the fruit-based food and beverage industry, will be relocating to Reservoir Place from Concord in 2025.

Having a headquarters presence in Concord for the last 40 years, Welch's worked with Cushman & Wakefield to identify office spaces that met the needs of enhancing operational efficiency, while also fostering an environment conducive to innovation and growth. The new Welch's headquarters will be located at Reservoir Place at 1601 Trapelo Rd., a building owned by BXP.

Welch's headquarters will consist of 60,000 s/f of office and lab space, representing one of the largest office relocations in the Boston suburbs in 2024. Reservoir Place is located along I-95, offering accessibility for employees and visibility to the more than 350,000 cars that pass daily.

The decision to move to Waltham underscores Welch's commitment to creating a workspace that not only meets the evolving needs of its employees but also helps attract top talent and brings Welch's new branding to life.

"Welch's is at a pivotal point in our journey where we are driven by ambitious growth and innovation goals as an organization," said Trevor Bynum, president and chief executive officer of Welch's and National Grape Cooperative. "Moving into this new space in the thriving business community of Waltham will offer unparalleled opportunities for our company and workforce and better position us to reach our desired state."

"BXP is thrilled to welcome Welch's and their associates to Reservoir Place located in BXP's Urban Edge business district in Waltham," said Bryan Koop, executive vice president for BXP's Boston region. "Welch's commitment to quality and family are an ideal match for Waltham's robust community of diverse and innovative businesses, families, and philanthropic organizations. We look forward to being the home of Welch's future advancement and success at Reservoir Place."

Welch's has partnered with A/E/C solutions to project manage their new facility, which will be designed and built by the architecture and interior design firm SGA. The space will feature modern amenities, enhanced collaboration and meeting spaces, labs, and will qualify for LEED certification.

"Assisting Welch's with its emergence from Concord to prominence on Waltham's Rte. 128 prime business-belt has been thrilling for us," said Rich Simmons, senior director at A/E/C. "This site affords Welch's a solid infrastructure to support its growing complex R&D/Lab programs while keeping sustainability at the forefront."

Welch's looks forward to continuing its legacy of quality and innovation in Waltham and will begin renovations on the new space in summer 2024, with the full relocation planned for spring 2025.

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