

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: REGINA SWICK, ECO DEV MANAGER
SUBJECT: NEW BUSINESS: STARS + HONEY
DATE: JULY 15, 2026

[Stars + Honey](#) has selected Novi as the location for its new manufacturing facility, representing a significant economic development investment and the addition of a rapidly growing Michigan-based consumer packaged goods company to the community.

Founded in 2023, Stars + Honey produces clean-label, high-protein snack bars. The company initially sold its products directly to consumers and has since expanded into national retail distribution, including Target, Costco, and Amazon.



The company has experienced substantial growth, reporting sales growth of approximately 300 percent over the past 14 months. According to company representatives, Stars + Honey expects to exceed \$50 million in revenue this year, reflecting the rapid expansion of its retail and e-commerce business.

The new manufacturing facility will be located at **46480 Magellan Drive**, north of Twelve Mile Road and east of Beck Road. The project includes construction of a 60,000-square-foot manufacturing facility, represents an estimated **\$8.5 million capital investment**, and is expected to create approximately **50 new jobs** in Novi.

To support its continued expansion, the company recently secured \$24 million in investment funding from VMG Partners. The funding will support retail expansion, marketing initiatives, and construction of the Novi manufacturing facility.

The City has worked with the company by offering expedited plan review and building inspection assistance to help support the project timeline, as well as assistance with workforce recruitment efforts. In addition, the company has been offered **\$885,000** in support through State of Michigan programs related to job creation and investment incentives, workforce development, and research and development tax credits.

This project represents a strong addition to Novi's business community, bringing a growing Michigan company, new manufacturing investment, and additional employment opportunities to the city.