

thefreshgrocer

Your Neighborhood Supermarket

History and Mission

- *Founded in 1996, The Fresh Grocer is an independent grocer providing high quality perishables at affordable prices in an urban environment with 9 stores currently operating in the Greater Philadelphia area.*
- *The Fresh Grocer is committed to understanding the needs, tastes and heritages of the communities in which our stores are located, and makes it a priority to offer an assortment of products and services to meet those various needs.*
- *The Fresh Grocer is committed to improving the health and wellness of our customers, associates and communities.*

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9 Store Locations

Fresh Grocer Locations in the City of Philadelphia

- 1501 N. Broad St, Philadelphia, PA 19122
- 5301 Chew Ave, Philadelphia, PA 19138
- 301 W Chelton Ave, Philadelphia, PA 19144
- 4001 Walnut St, Philadelphia, PA 19104
- 5406 Chester Ave, Philadelphia, PA 19143
- 5601 Chestnut St, Philadelphia, PA 19139

Fresh Grocer Locations in the Philadelphia Suburbs

- 1500 Garrett Rd, Upper Darby, PA 19082
- 5000 State Rd, Drexel Hill, PA 19026

Wilmington, DE Fresh Grocer Location

- 800 West 4th St, Wilmington, DE 19801



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The Fresh Grocer Experience



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Recent Growth



The Fresh Grocer at The Shoppes at La Salle
Grand Opening
August 21, 2009



The Fresh Grocer at Sullivan Progress Plaza
Grand Opening
December 11, 2009

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The Fresh Grocer at The Shoppes at La Salle



- 5301 Chew Ave, Philadelphia, PA 19138
- 50,000 square feet
- *The Fresh Grocer at The Shoppes at La Salle is this NW Philadelphia neighborhood's first supermarket in over 40 years.*
- The opening of The Fresh Grocer at The Shoppes at La Salle put an end to Philadelphia's largest food desert.
- Over 250 full-time and part-time jobs were created with the opening of the new store.
- 98% of those hired are Philadelphia residents. 70% of those hired are residents of NW Philadelphia / Germantown area.



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The Fresh Grocer at The Shoppes at La Salle




- The \$14-million Fresh Grocer was financed in part by federal and state funding
 - Personal Guarantees
 - RACP Grant
 - Redevelopment Assistance Capital Program of Pennsylvania
 - New Market Tax Credit (NMTC) Loan funded by The Reinvestment Fund, The Bancorp Bank, and US Bank
 - PA Fresh Food Financing Initiative (FFFI) Grant
 - The Machinery and Equipment Loan Fund (MELF) of Pennsylvania
 - Low interest loan financing for equipment
 - Community Development Financial Institutions Fund (the CDFI Fund)
 - Guaranteed 90% of Loans

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The Fresh Grocer at Sullivan Progress Plaza

- 1501 N. Broad St, Philadelphia, PA 19122
- Sullivan Progress Plaza is the nation's oldest African-American owned and developed shopping center.
- 46,000 square feet
- The Fresh Grocer at Sullivan Progress Plaza, is this North Philadelphia neighborhood's first supermarket in over a decade.*
- Over 270 full-time and part-time jobs were created with the opening of the new store.
- 99% of those hired are Philadelphia residents. 75% of those hired are residents of North Philadelphia.

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The Fresh Grocer at Sullivan Progress Plaza

- The \$15-million Fresh Grocer was financed in part by city, state and federal funding.
 - Personal Guarantees
 - RACP Grant
 - Redevelopment Assistance Capital Program of Pennsylvania
 - New Market Tax Credit (NMTC) Loan funded by The Reinvestment Fund, The Bancorp Bank, and US Bank
 - PA Fresh Food Financing Initiative (FFFI) Grant
 - Loan provided by the City of Philadelphia's Gap Financing Program (Soft Loan / Grant)
 - The Machinery and Equipment Loan Fund (MELF) of Pennsylvania
 - Low interest loan financing for equipment
 - Community Development Financial Institutions Fund (the CDFI Fund)
 - Guaranteed 90% of Loans

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Kids Corner!

Smart Snacks for Healthy Kids **thefreshgrocer**




- Kid-Friendly
- Dedicated to promoting healthy eating
- Merchandized with bright colors and "fun" signage
- Menu selections include a variety of nutritious snacks and meal options at affordable prices
 - EX: The Fresh Grocer's Healthy Lunchbox with fruit, 100% juice drink, and a wrap or sandwich on whole wheat for \$3.99*

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Healthy Alternatives

- Nutritional & Educational Signage
- Healthy & Affordable Alternatives
 - Whole Wheat Pizza
 - Turkey Meat Loaf Meal Deals
 - Baked Tilapia with Fresh Tomatoes
 - 100% Natural Store-Cooked Turkey Breast




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Healthy Supermarket Tours




- Hosted by clinical dietitians and nutritionists
- No cost for participants
- Participants receive nutritional information, meet with Fresh Grocer staff, are treated to live product demonstrations, and offered samples of healthy items like fresh fruit smoothies and 100 calorie trail mix

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Value Produce Aisle

- Added convenience for customers not used to shopping for produce
- Popular produce items are hand selected by a produce manager, bagged, weighed and tagged with a sale price
- Generates sales and positive customer feedback



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Looking toward the future



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