

# Roche Bros. Small Store Concept for Medfield

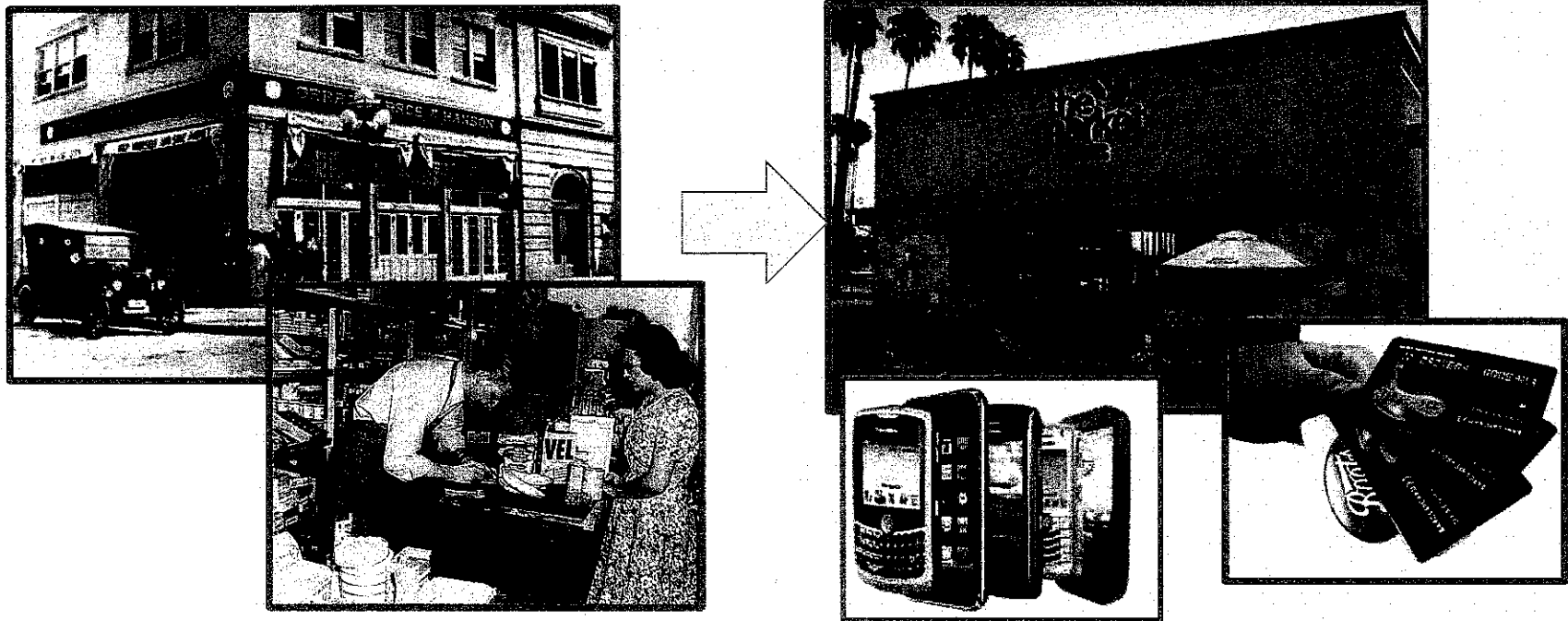
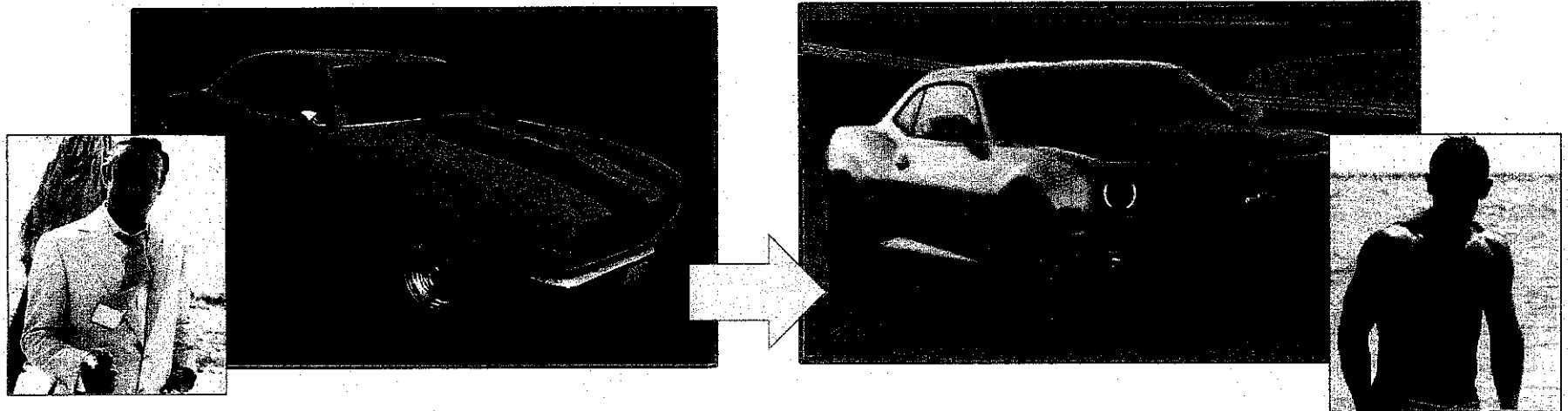
Presented by:  
Gary Pfeil  
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# The Future of Food Retailing

According to Willard Bishop (The Future of Food Retailing, June 2012), “fresh format stores continued impressive sales growth of 11.4% to \$10.4 billion dollars in 2011”, which sets the stage for the new evolving consumer who is looking for “fresh, healthful products.”

Willard Bishop also states that the fresh formats “should enjoy strong sales performance in the foreseeable future” and predicting that by the year 2016, traditional grocery share will decrease while non – traditional grocery (including wholesale clubs and supercenters) will “increase to 39%”.

# What is old is new again with a twist ...



## **Even at Roche Bros....**

Original Roslindale market - 450 square feet

*12' Service Meat      8' Self Service Meat      10' Dairy*

*8' Frozen Foods (8' was saved for future produce department)*

### Our Smallest Stores

Needham Roche Bros. – 12,087 sq. ft.

Needham Sudbury Farms – 16,081 sq. ft.

Randolph – 19,438 sq. ft.

### Our Largest Stores

Quincy – 39,052 sq. ft.

Marshfield – 37,358 sq. ft.

Westborough – 34,754 sq. ft.

# Consumer Profile – Target Customer

- Profile
- Attitudes
- Behaviors
- Needs



# Points of Difference and Points of Parity

- Unique offerings
- Convenience
- Unparalleled customer service
- Carry leading brands needed to fill pantry
- Fresh Foods
- Courtesy aspect of customer service
- Good Value – with high value proposition  
(higher quality at a higher price)
- Store cleanliness

**Proposed BOF Brand Promise:  
Inspiration, surprise and delight each time you  
enter our store.**

<b>Offerings</b>	Unique offerings, including artisanal products, prepared foods, baked goods, and seasonal and exotic produce (only available at specialty stores or not available at all), provided at stores offering convenience and unparalleled customer service.
<b>Key Benefit</b>	An inviting and convenient shopping experience with unique, high quality fresh foods that meet the highest standards of discerning food lovers.
<b>Reasons to Believe</b>	<ul style="list-style-type: none"><li>• Variety of fresh, seasonal and specialty foods under one roof</li><li>• Store design, flow and size creates a fun and inviting shopping &amp; eat-in experience</li><li>• Amazing service provided by a team who are knowledgeable, passionate about food, cooking and the new store concept</li></ul>
<b>Consumer Insight</b>	Many contemporary consumers love all aspects of food... seeing it, feeling it, smelling fresh and interesting products, but most of all, tasting tantalizing culinary sensations. They find great joy in eating and preparing delicious dishes and love to share with friends and family.
<b>Brand Champion</b>	Key influencers in local store areas who love to try new things, are passionate about great, high quality foods, and love to share their discoveries and indulgences with friends and family.
<b>Brand Personality</b>	<ul style="list-style-type: none"><li>• Inspired</li><li>• Passionate about food</li><li>• Authentic and Inviting</li><li>• Fresh</li><li>• Efficient (looks for the best solutions executed quickly)</li><li>• Knowledgeable</li><li>• Helpful</li><li>• Reliable</li></ul>

# **Brand Promise**

**Inspire, Surprise and Delight  
each time you enter our store**



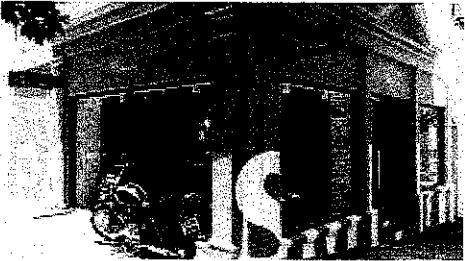
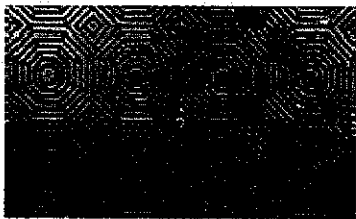
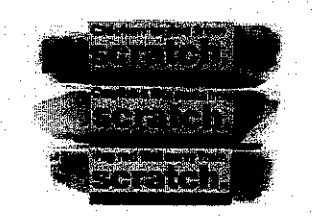
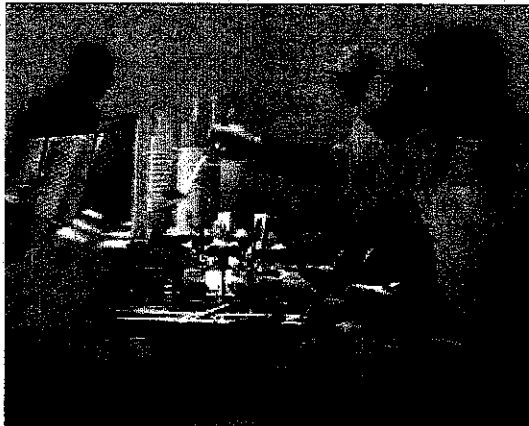
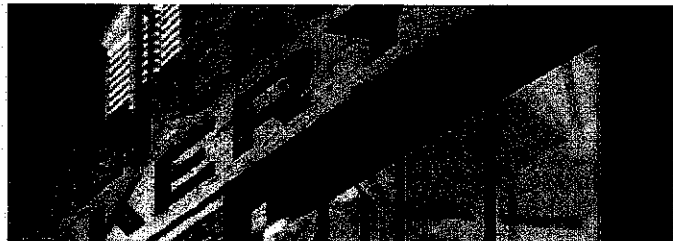
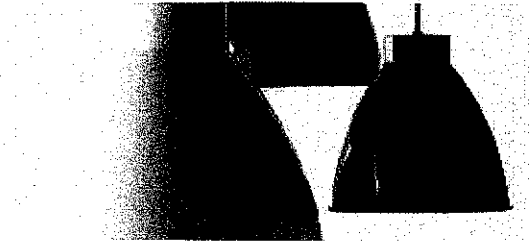
# Reasons to Believe

- Variety of fresh, seasonal and specialty food under one roof
- Store design, flow and size to create a fun and inviting shopping and eat-in experience
- Amazing service provided by a team who are knowledgeable, passionate about food, cooking and the new store concept.

# Brand Personality

- Inspired
- Passionate about food
- Authentic and inviting
- Fresh
- Efficient (looks for the best solutions executed quickly)
- Knowledgeable
- Helpful
- Reliable

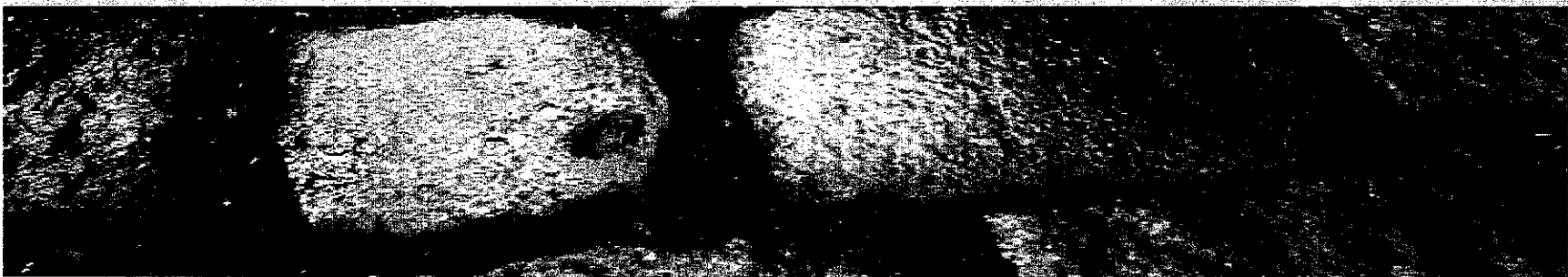
# Vision of Store – Chromatic Color Palette

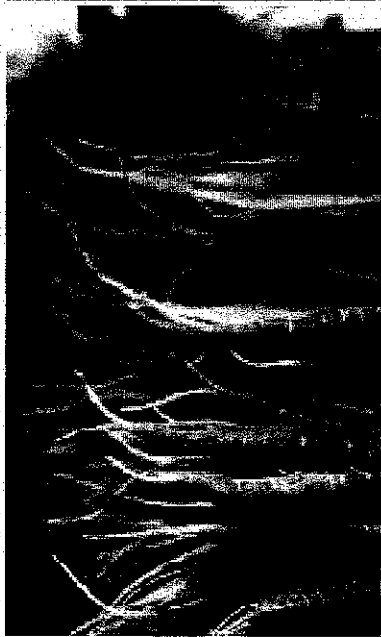
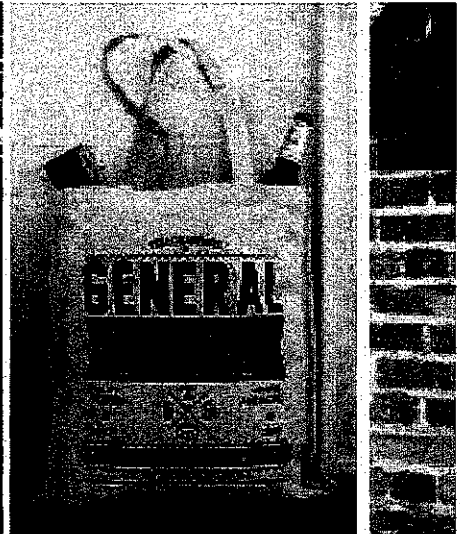


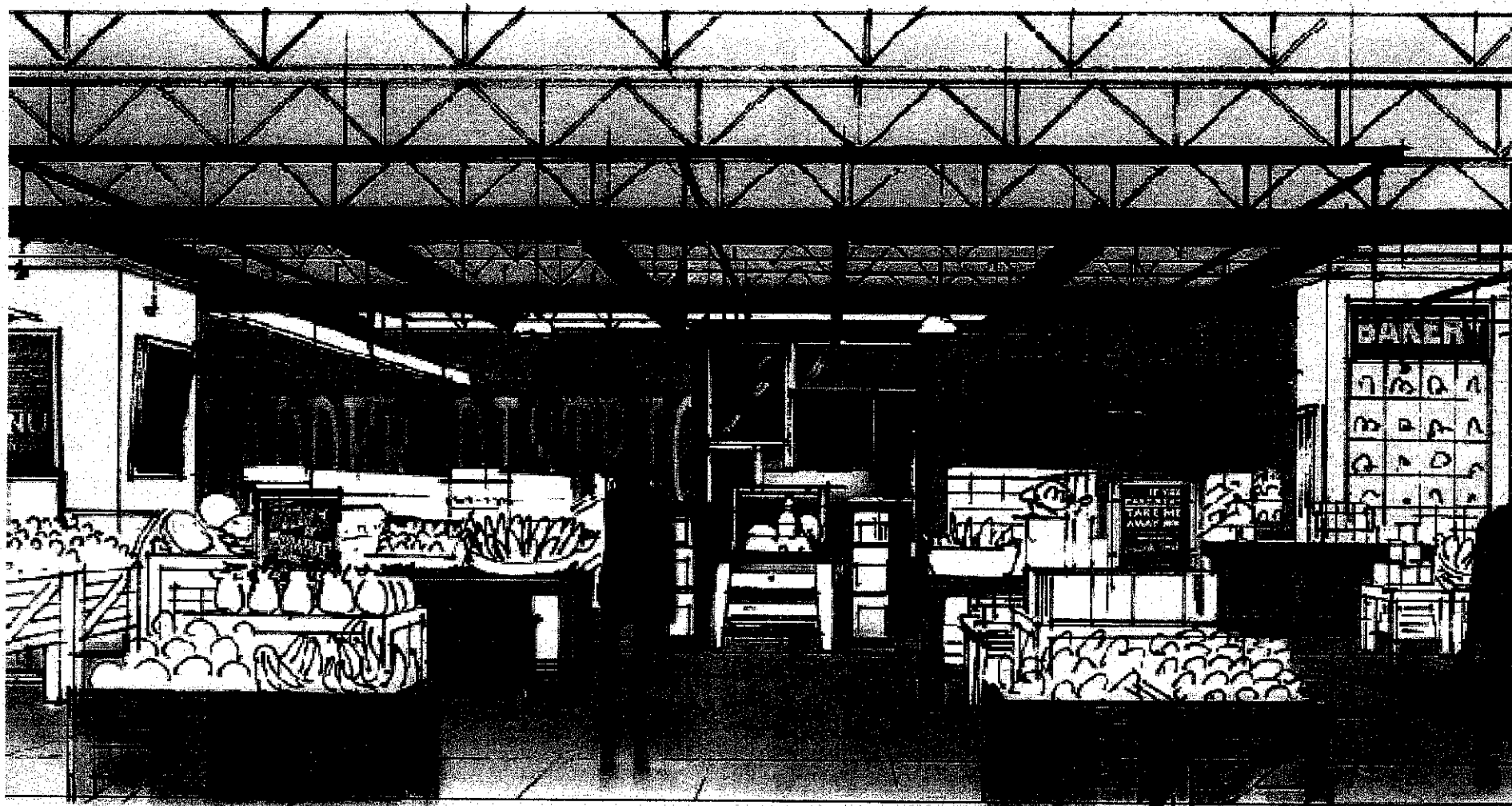


## LOCAL:

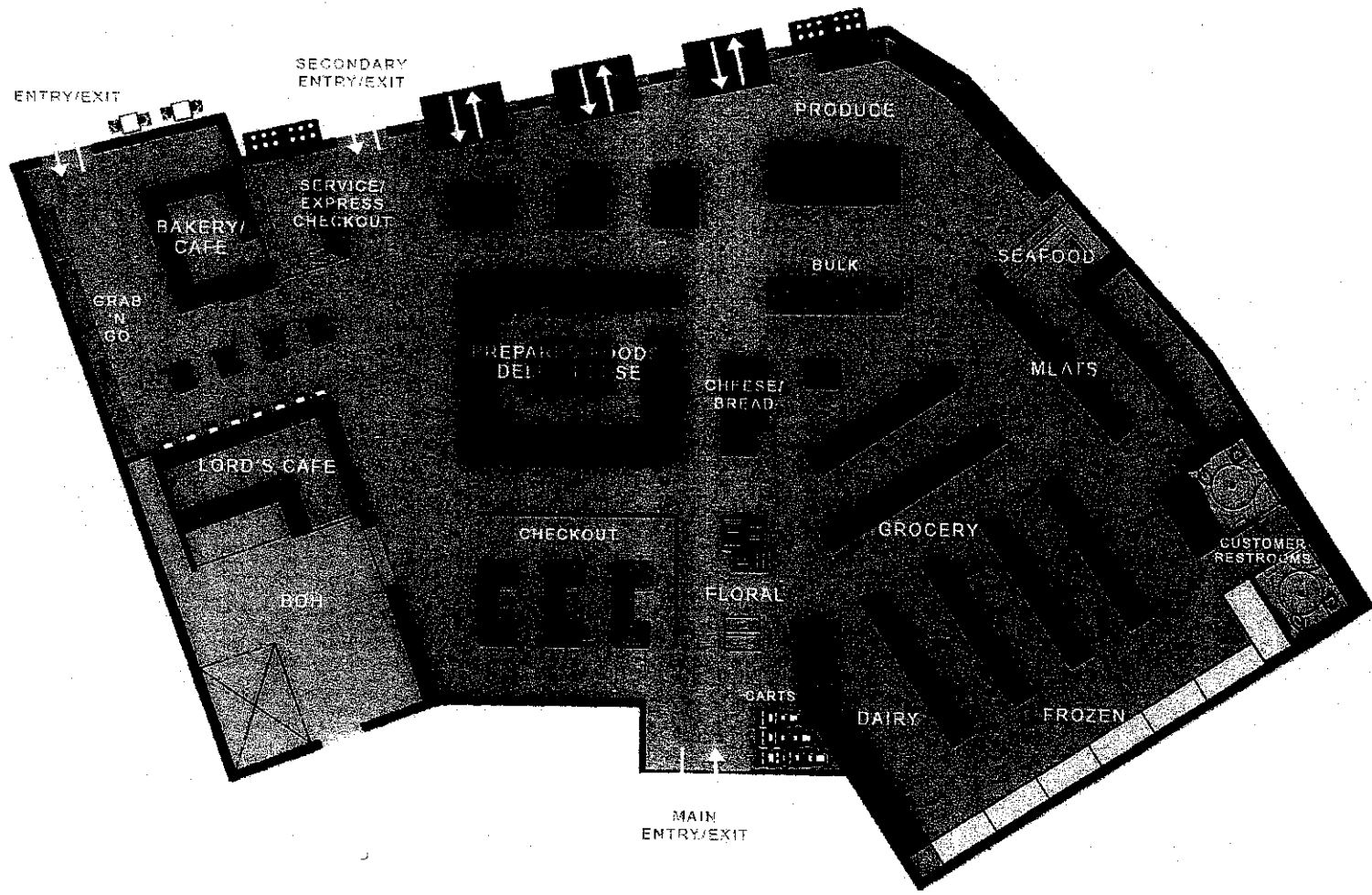
The community appreciates the neighborhood quality and face to face interaction as they meander through the store. There is a sense of heritage and common values which are celebrated. Residents take pride in their new marketstand and daily morning coffee chats...



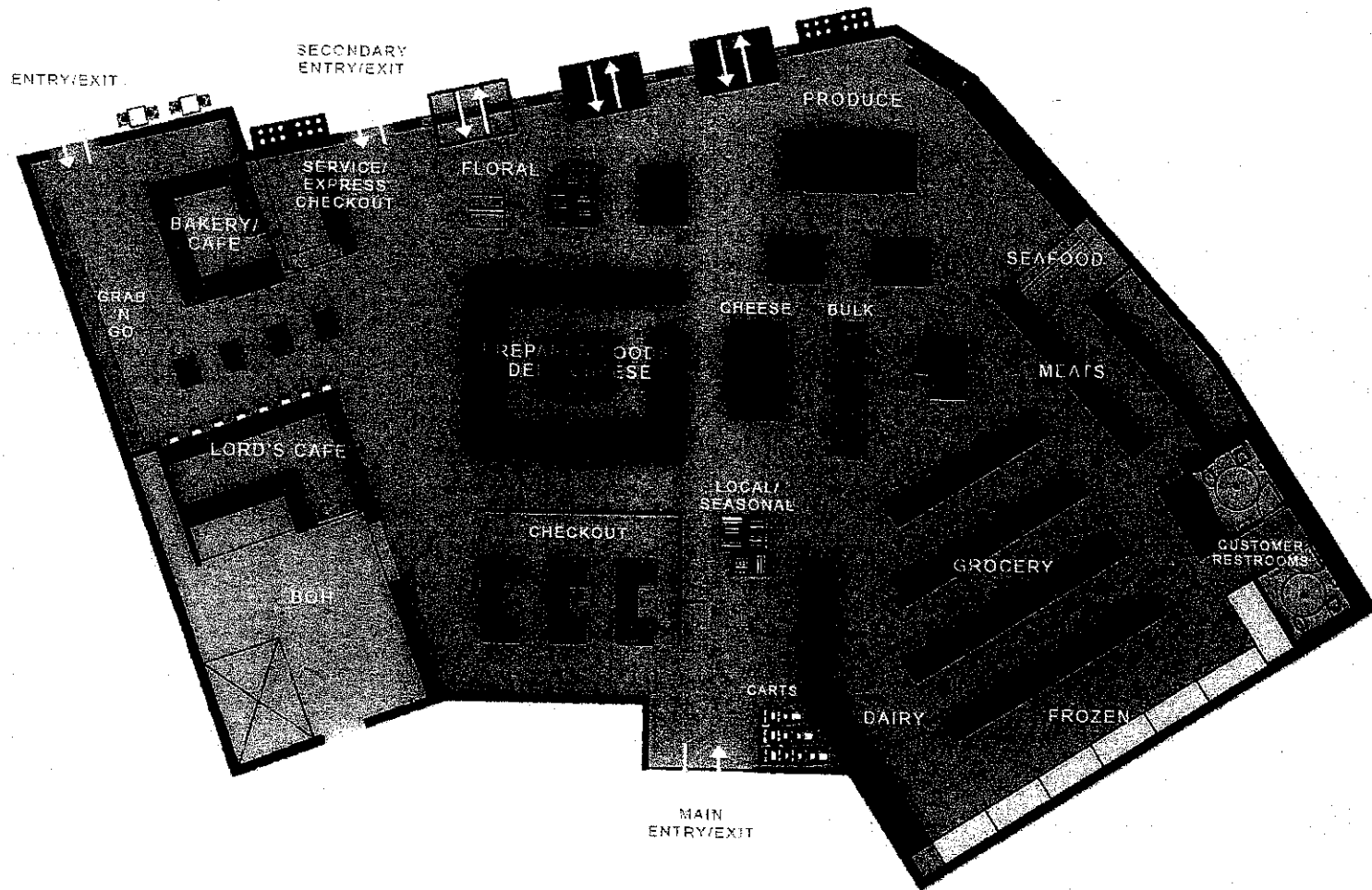




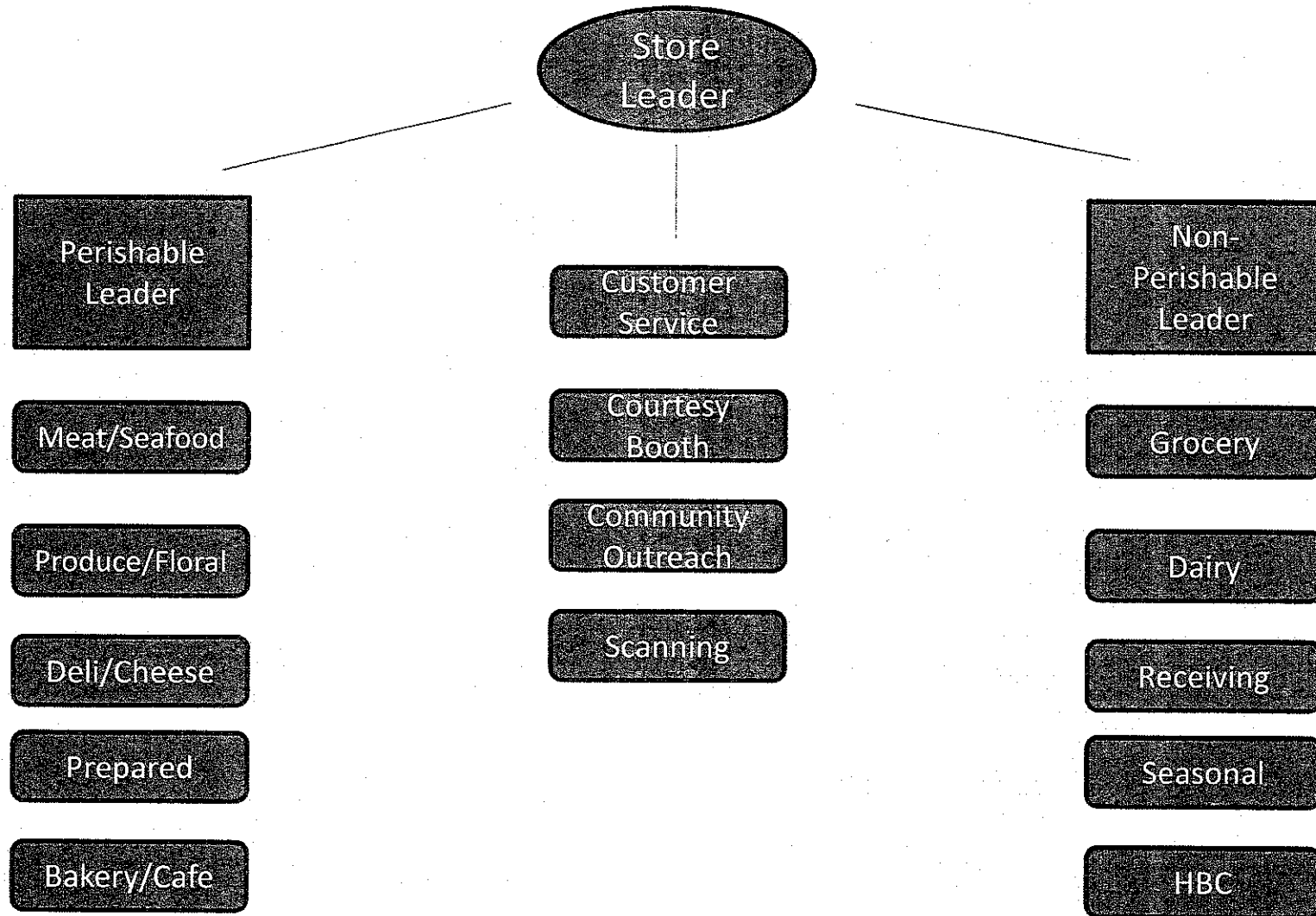








# Labor Structure Without Customer Service Manager



## Where Are We Now?

- Product development
- Case selection
- Branding
  - Small store brand and how it fits with parent company
- Layout
- Exterior Design