

## **Fresh Target markets in city - Chicago store renovations aimed at capturing your grocery business**

Chicago Sun-Times (IL) - Friday, May 28, 2010

Author: SANDRA GUY Staff Reporter

Shoppers at Target's stores in Chicago will enjoy larger grocery selections as the retailer renovates its regular Target stores to introduce fresh food such as bananas, apples, bagged carrots and packaged beef, pork and chicken.

The redesigns, known as PFresh to Target employees, designate about 10,000 square feet of a typical store's 135,000 square feet for food, a Target spokesman said. The grocery departments sell from 50 percent to 200 percent more food than the original store's selection, depending on the store design.

"One of the biggest benefits is the availability of fresh fruits and vegetables in urban areas," said Target spokesman Joshua Thomas.

Target has renovated 100 of its regular stores nationwide to the PFresh format, and is spending \$1 billion in total this year to remodel 340 more, including 47 in the Chicago suburbs. Some PFresh stores already are open, including one in Evanston.

Target is adding grocery sections to all nine of its stores in the city. One is in a "food desert," a primarily African-American neighborhood with none or few convenient full-service grocery stores. That one is in the new Marshfield Plaza shopping center at 11840 S. Marshfield Ave., which also includes a Jewel-Osco.

A 10th Target store in Chicago is being built just west of Broadway between Montrose and Sunnyside in the Wilson Yard area, and it will include groceries.

At two Target stores redesigned so far -- at 4433 S. Pulaski and at 8560 S. Cottage Grove -- managers report that meat, bananas, strawberries and carrots are their best-sellers in the fresh food and produce areas. The selection includes only a few organic alternatives.

The other stores will be remodeled throughout the summer and fall, with the last to be completed in October.

The stores sell produce that is individually coded so that it doesn't have to be weighed to get the price. The stores also feature prepackaged baked goods, such as pies and dinner rolls, as well as electronics sections with video games tethered to shelves instead of locked up in glass cases and updated cosmetics counters with interactive kiosks.

Jim Hertel, managing partner at Barrington-based food consultancy Willard Bishop LLC, said Target is a bit late to the grocery scene, since Wal-Mart and other big-box retailers have already reacted to the fact that grocery shoppers go to the store eight times a month vs. once every six weeks for a department store shopper.

"The idea is to get people into the stores more frequently, and then they will buy other merchandise," he said.

Wal-Mart has started expanding the grocery department at its sole Chicago store in the Austin neighborhood. In addition, Wal-Mart is working to open a second store in the city.

Thomas declined to say whether Target's strategy is aimed at getting a jump on Wal-Mart.

Caption: Roshanda Lee (left) and Mary McCaskill shop at the Fresh section of the remodeled Target store at 85th and Cottage Grove in Chicago. (Jean Lachat/Sun-Times)

Edition: Web Edition

Section: Suzanne Ontiveros

Record Number: e2a6fe9ee3d096bfabceb2e4c6bbdf6ca0faaa6

Copyright (c) 2010 Chicago Sun-Times, Inc.