

# 162 Marlborough Market 32 Renovation

## Overview:

- Price Chopper Supermarkets is excited for the opportunity to bring the Market 32 brand to the Marlborough, Massachusetts community. This new brand is predicated on improving the shopping experience for our customers through broader and more diverse product assortment, exemplary customer service and a shopping experience that will both delight and reward our customers.
- The renovated store will have an expanded produce department with added variety, new offerings in our prepared foods and specialty cheese sections, as well as an enhanced lineup of products in both our meat and seafood departments. Additionally, modern new fixtures will enable us to showcase an expanded lineup of both specialty and natural organic grocery items. Finally, our new Beer and Wine department will create a one-stop shopping experience that is sure to make our customers' lives easier.
- While the footprint of the physical facility will remain unchanged at 63,418 square feet, our sales floor (which will remain at 44,785 square feet) will be merchandised more efficiently to feel bigger and more open with better sight lines than our existing layout. We will also feature a much-improved café seating area to make the experience more convenient for our customers.

## Marlborough Remodel Plan:

- While the remodeled store will have slightly less linear display space than the existing store (down to 2,296 linear feet from 2,581 linear feet), new fixtures and sophisticated product optimization tools will nevertheless enable us to add variety on Grocery, General Merchandise and Health/Beauty products.
- Also, the remodeled store's linear footage in Grocery, General Merchandise and Health/Beauty (2,296) will exceed our target (2,200 linear feet) for other remodels or ground-up/new facilities. Be assured: There will be plenty of space to enhance product availability and assortment!
- The space allocated to our Frozen Food and Dairy departments will remain relatively unchanged:
  - Milk will remain with 10 doors of product
  - Dairy (cheese, eggs, creamers...) will remain at 124 linear feet
  - Frozen Foods will go from 119 to 115 doors of product.

## Beer + Wine:

- Price Chopper has long-standing experience with selling alcoholic beverages in other of its stores in Massachusetts

Currently seven (7) Massachusetts Price Chopper stores have alcoholic beverages licenses:

Pittsfield – All Alcohol / 555 Hubbard Ave. (M32)

Worcester – All Alcohol / 72 Pullman St. /Mountain Rd (M32)

Shrewsbury – All Alcohol / 733 Boston Turnpike

Lenox – All Alcohol /495 Pittsfield Road (M32)

Webster – Wine & Malt / 2 Worcester Road

Sutton – All Alcohol / 21 Galaxy Pass (M32)

Gardner – Wine & Malt

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- Price Chopper has held package store licenses for cumulatively decades in Massachusetts, with:
  - No prior disciplinary actions
  - No sales to minors
  - No sales to intoxicated individuals
- Beer + Wine aisle within Center Store will be 2,490 square feet
  - The Beer + Wine sales area represents approximately 5.5% of the entire sales floor area
  - Beer – 89 linear feet (added as part of the M32 Renovation)
  - Wine – 171 linear feet (added as part of the M32 Renovation)
    - Includes fixtures that sit within the aisle that will hold more wine variety
  - All managers and all cashiers will be TIPS trained prior to the commencement of selling alcoholic beverages.

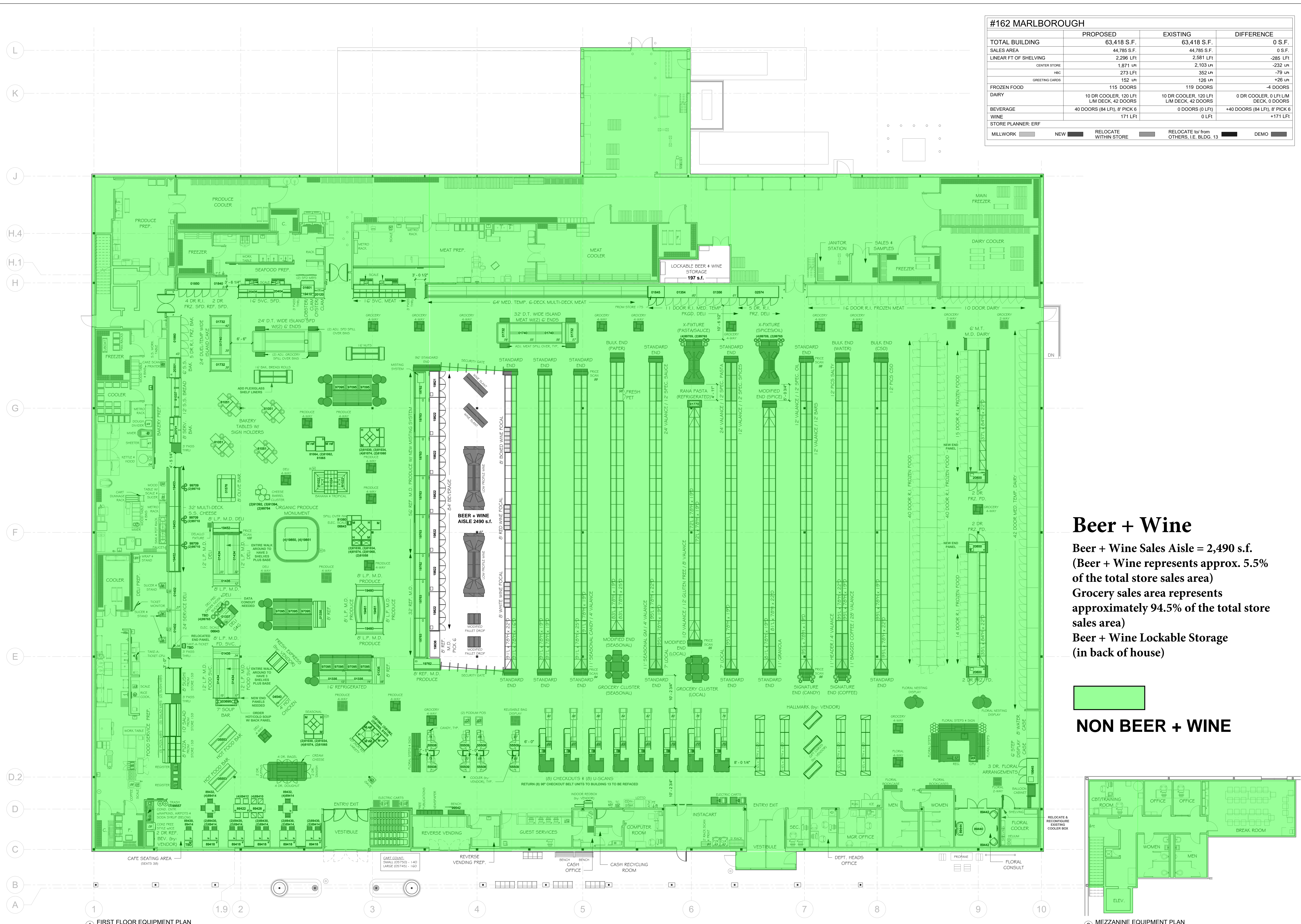
## **Construction Schedule** (pending approval of beer + wine license):

- Estimated cost of the Marlborough Market 32 Renovation (inclusive of costs to begin beer/wine sales) will be approximately \$4.5 million
  - Estimated cost to add the Beer + Wine offerings will be approximately \$550,000 (roughly 12% of total project cost)
- Construction of the Market 32 Renovation is scheduled to begin on 04/15/21 and conclude on 09/03/21
  - Store hours of operation to remain the same (7 AM to 12 AM during pandemic restrictions)
  - All departments to remain open and operational during the Market 32 Renovation
  - All construction will be conducted between 7 PM to 6 AM Monday through Thursday, with minimum disruption to customer shopping
  - All contractors are responsible for cleaning area where work will be done and all construction personnel to wear masks due to pandemic regulations
  - As décor is demo'ed, additional signage will be provided to assure customer safety and convenience
  - Existing cases slated for removal will be replaced with new cases, installed to be in operation by the next day
- Market 32 Grand Opening on 09/07/21

#162 MARLBOROUGH			
	PROPOSED	EXISTING	DIFFERENCE
TOTAL BUILDING	63,418 S.F.	63,418 S.F.	0 S.F.
SALES AREA	44,785 S.F.	44,785 S.F.	0 S.F.
LINEAR FT OF SHELVING	2,296 LFI	2,581 LFI	-285 LFI
CENTER STORE	1,871 LFI	2,103 LFI	-232 LFI
HBC	273 LFI	352 LFI	-79 LFI
GREETING CARS	152 LFI	126 LFI	+26 LFI
FROZEN FOOD	115 DOORS	119 DOORS	-4 DOORS
DAIRY	10 DR COOLER, 120 LFI LM DECK, 42 DOORS	10 DR COOLER, 120 LFI LM DECK, 42 DOORS	0 DR COOLER, 0 LFI LM DECK, 0 DOORS
BEVERAGE	40 DOORS (84 LFI), 8 PICK 6	0 DOORS (0 LFI)	+40 DOORS (84 LFI), 8 PICK 6
WINE	171 LFI	0 LFI	+171 LFI

STORE PLANNER: ERF

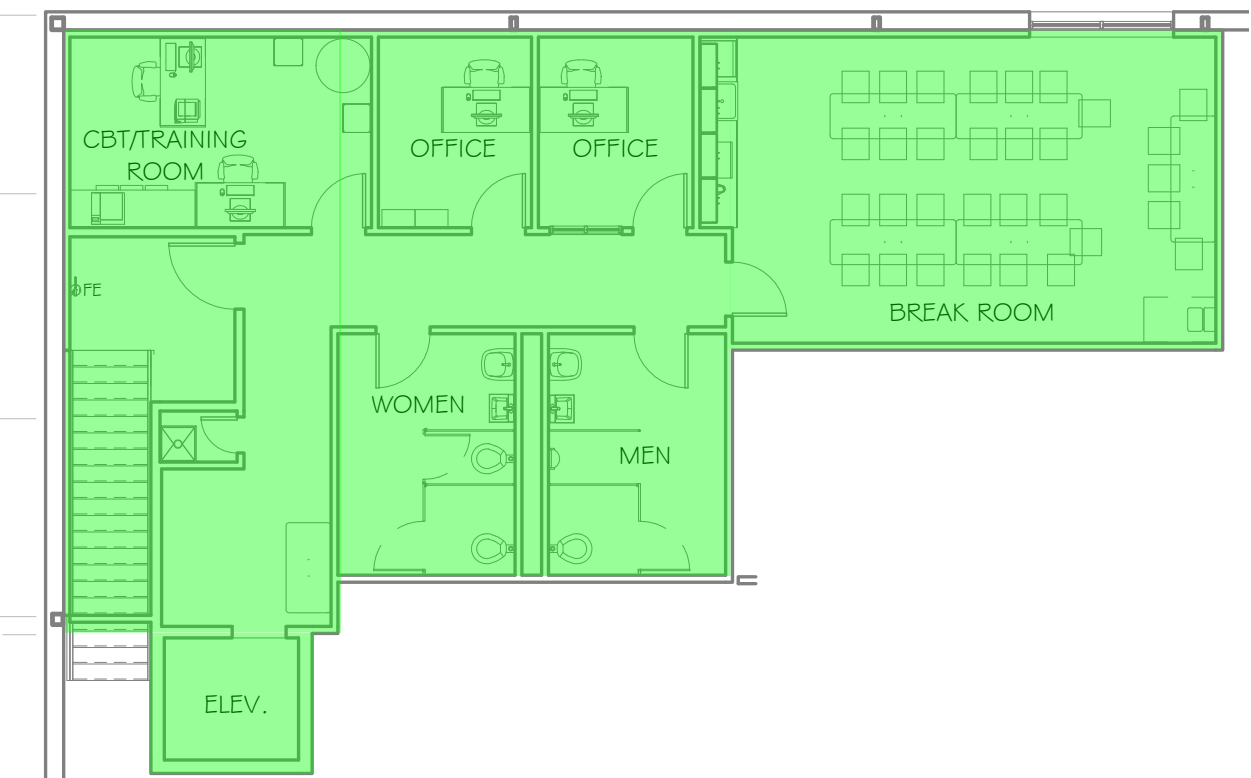
MILLWORK: NEW (light green), RELOCATE WITHIN STORE (dark green), RELOCATE to/from OTHERS, I.E. BLDG. 13 (medium green), DEMO (black)



## Beer + Wine

Beer + Wine Sales Aisle = 2,490 s.f.  
 (Beer + Wine represents approx. 5.5% of the total store sales area)  
 Grocery sales area represents approximately 94.5% of the total store sales area)  
 Beer + Wine Lockable Storage (in back of house)

**NON BEER + WINE**



1 FIRST FLOOR EQUIPMENT PLAN  
3/32" = 1'-0"

2 MEZZANINE EQUIPMENT PLAN  
3/32" = 1'-0"

STATUS: APPROVED - DATE: 09.18.2020

GOLUB CORPORATION  
 ENGINEERING DEPARTMENT  
 461 NOTT STREET  
 SCHEENECTADY, NEW YORK 12308

No.	Revision	Date
1	REV. 1	10.07.20
2	REV. 2	11.11.20
3	REV. 3	11.24.20
4	REV. 4	12.23.20

#162  
**Price Chopper**  
 Marlborough, Post Road Plaza  
 240 East Main St. Marlborough, MA 01752

FIRST FLOOR  
 EQUIPMENT PLAN

Drawing Title:  
 DATE: 10.09.2020  
 SCALE: As indicated  
 PROJECT #: 162-22  
 DRAWN BY: ERF  
 APPRD BY:

EQ01

## 162 Marlborough Market 32 Renovation



Beer + Wine Aisle



View of Beer + Wine aisle from front end of the Store  
Security gate to be installed at both ends of Beer + Wine Aisle

# 162 Marlborough Market 32 Renovation



View of Beer + Wine aisle from rear of the Store



Pick 6 Case Décor Panel

## 162 Marlborough Market 32 Renovation



Millwork Wine Focal Unit



Millwork Wine Slant Rack