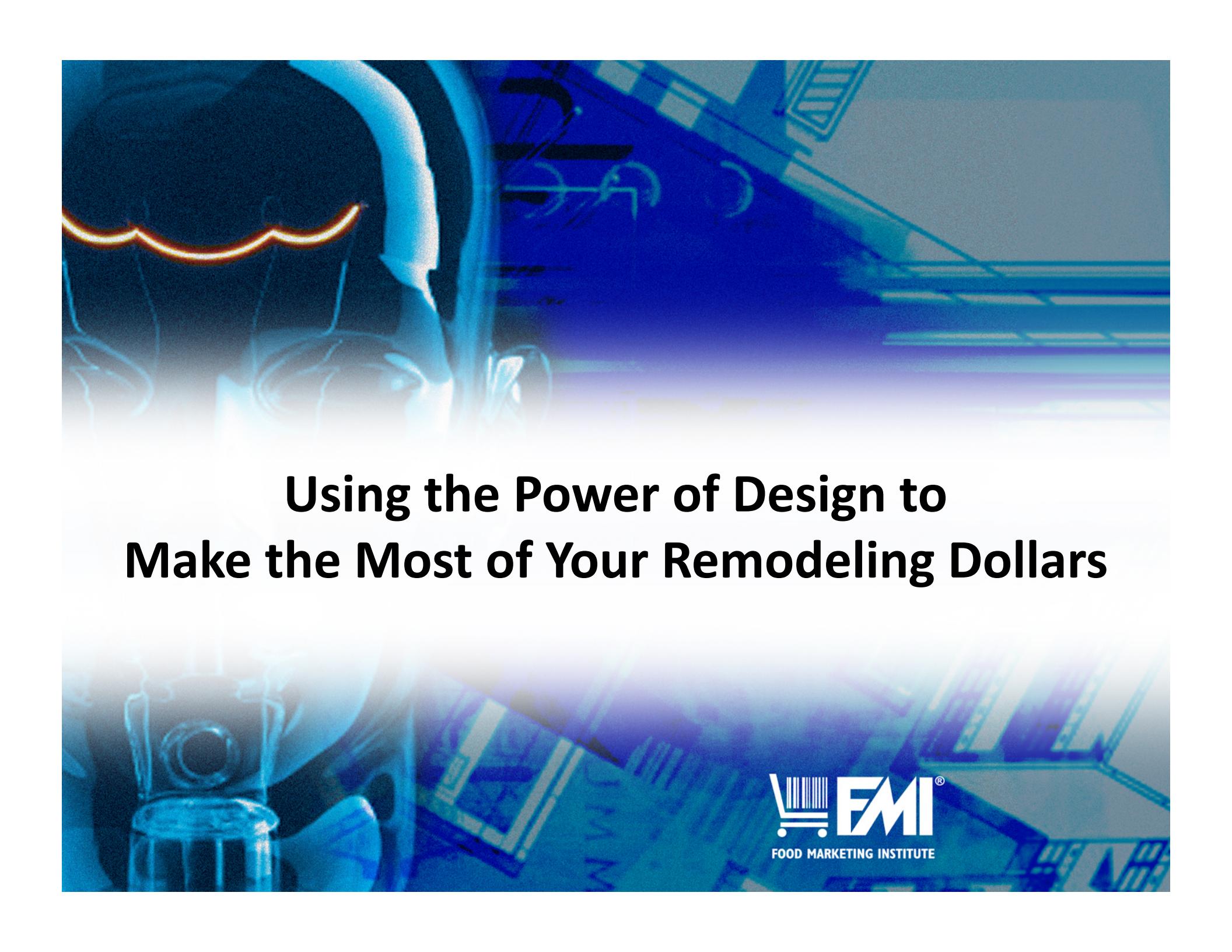


Energy & Store  
Development  
Conference

E+SD<sup>2011</sup>





# Using the Power of Design to Make the Most of Your Remodeling Dollars





E+SD 2011

Energy & Store Development Conference



## Recent internet search:

(very quick – not much searching involved)

- Weis Markets
- Target
- Supervalu
- Safeway
- Bi-Lo
- 7-11
- Safeway
- Rite Aid
- Dollar General

A quick search on DDI online – results – 6 pages of articles about stores with plans to remodel in the near future



E+SD 2011

Energy & Store Development Conference

EMI<sup>®</sup>  
FOOD MARKETING INSTITUTE





E+SD<sup>2011</sup>

Energy & Store Development Conference



## Remodeling:

an opportunity beyond necessary  
environmental improvements

- an opportunity to *refresh/adjust* the way you communicate your brand to your shopper
- to stay current with your shoppers
- an opportunity to re-energize your staff = positive effect on shoppers



**E+SD** 2011

Energy & Store Development Conference

 **FMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE

# **Challenges of remodeling a supermarket: can put stress on your brand**

- Remodeling while the store is open – unwanted stress for shoppers
- Not wanting your best shoppers to visit your competitors
- Length of time to complete a remodel can be longer – due to the need to be open during remodel
- Change and disruption for shoppers
- Product moving around in the store before locating the final place
- Keeping the store clean during a remodel
- Keeping noise levels acceptable
- Ever expanding budget
- Stresses of not enough space
- Compromises



# E+SD<sup>2011</sup>

Energy & Store Development Conference



grocery retail



E+SD<sup>2011</sup>

Energy & Store Development Conference

FOOD MARKETING INSTITUTE



soft goods retail



# E+SD<sup>2011</sup>

## Energy & Store Development Conference



grocery retail remodels



E+SD<sup>2011</sup>

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

“The dumbest mistake is viewing design as something you do at the end of the process to “tidy up” the mess, as opposed to understanding it’s a ‘day one’ issue and part of everything.

Tom Peters



E+SD 2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

## 3 initial considerations:

- Lighting
- Dollar allocation – across square footage
- Reconsider existing space before you expand



E+SD 2011

Energy & Store Development Conference



**Lighting – most significant impact**



**Initial Considerations**



# E+SD 2011

## Energy & Store Development Conference



### Dollar Allocation – spend dollars for the most brand impact



### Initial Considerations



### Strategic Thinking - merchandising



Initial Considerations



# E+SD 2011

## Energy & Store Development Conference



Engage the full team

– your employees that are out there on the floor  
are your best way to reach your shoppers



**Metcalfe's Markets**



E+SD<sup>2011</sup>

Energy & Store Development Conference



# Keeping everyone in the LOOP!

## Engage & Inform

- Staff
- Customers
- Contractors

## Communication is KEY!



E+SD<sup>2011</sup>

Energy & Store Development Conference

FOOD MARKETING INSTITUTE



engage shoppers while engaging the staff



E+SD 2011

Energy & Store Development Conference



keep shoppers in the know



E+SD 2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

## Tim Metcalfe: commitment to designing an approach that works

- **carefully planned communication**
- **working to engage staff, contractors**
- **Keeping customers informed**
- **Create an atmosphere of different energy**
- **Ease shopping stress**

**By Designing a system that worked for Metcalfe's they were able to increase (*yes, increase*) sales - during (*yes, during*) construction by 3%**



E+SD 2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE



Trentwood Farms



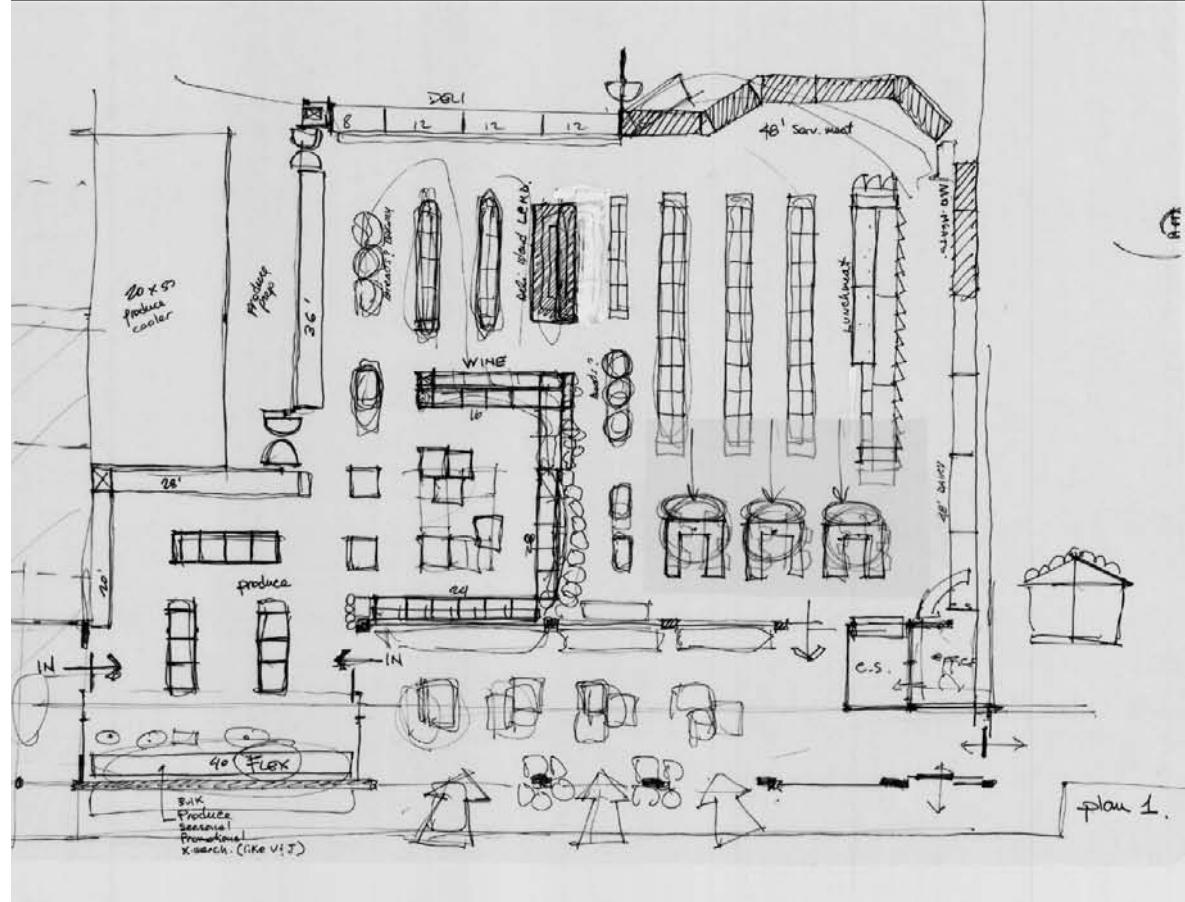
Trentwood Farms



# E+SD 2011

## Energy & Store Development Conference

 **FMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



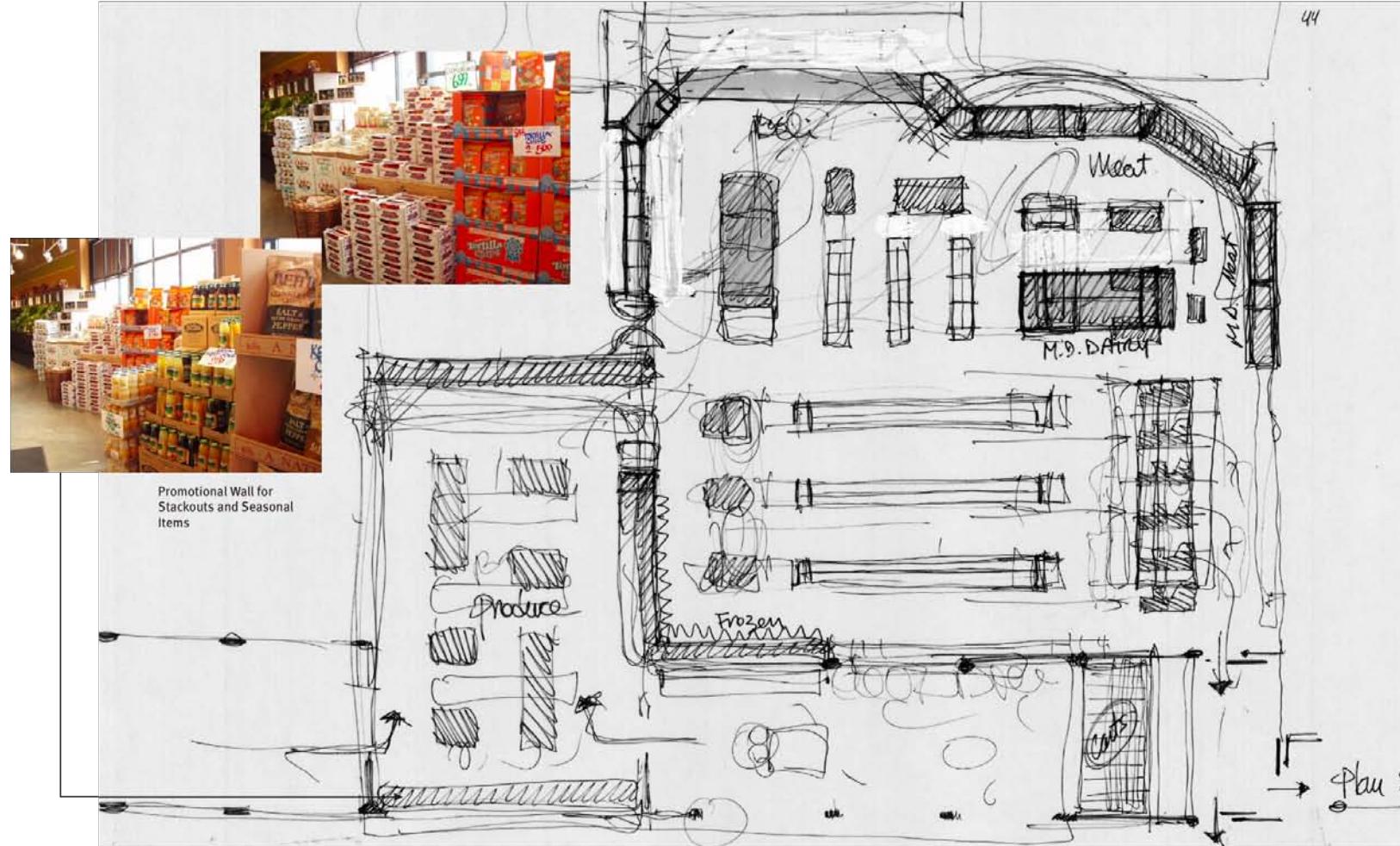
Floor Plan Exploration 1

**Trentwood Farms**



E+SD 2011

Energy & Store Development Conference



Floor Plan Exploration 2

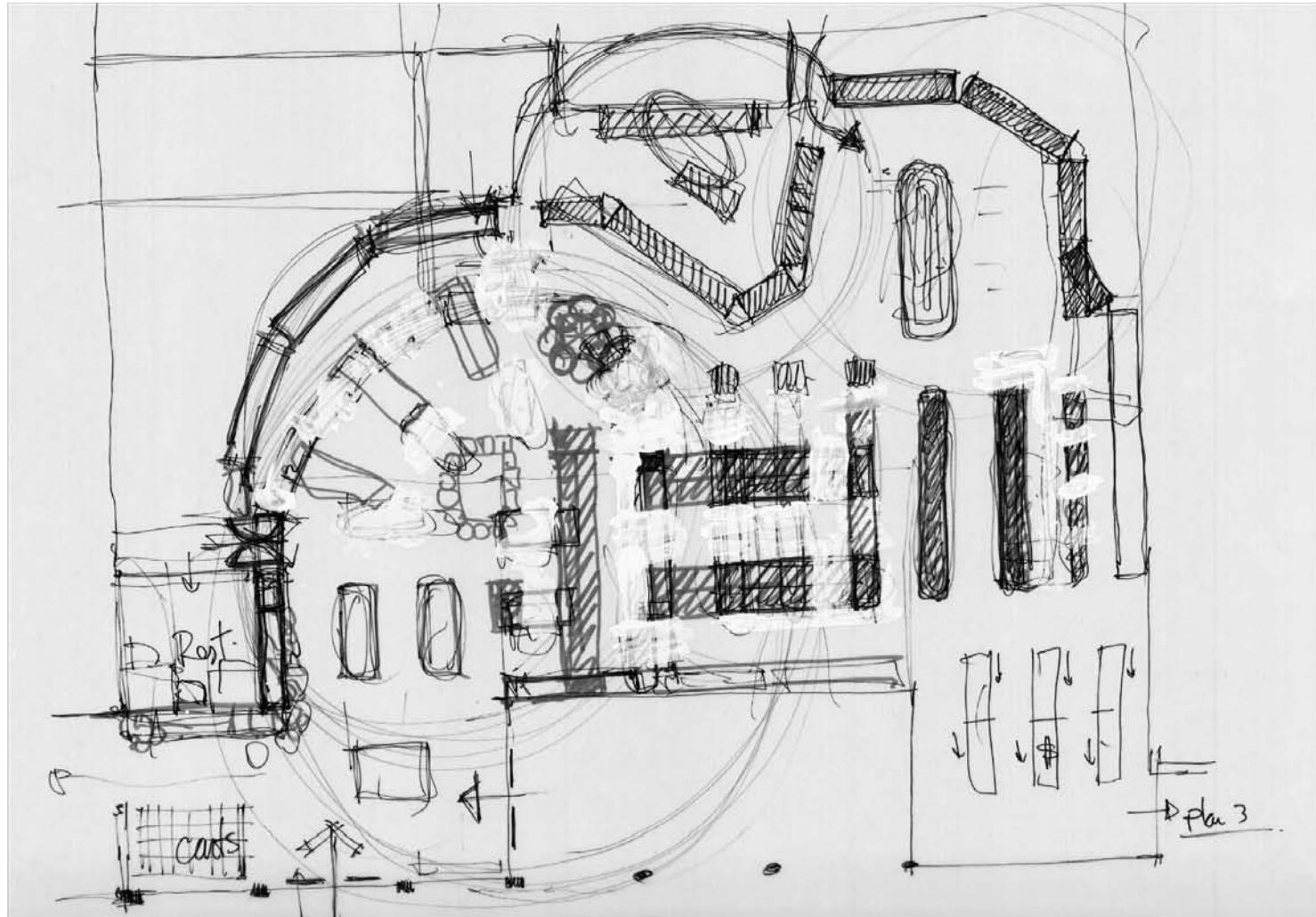
Trentwood Farms



E+SD 2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE



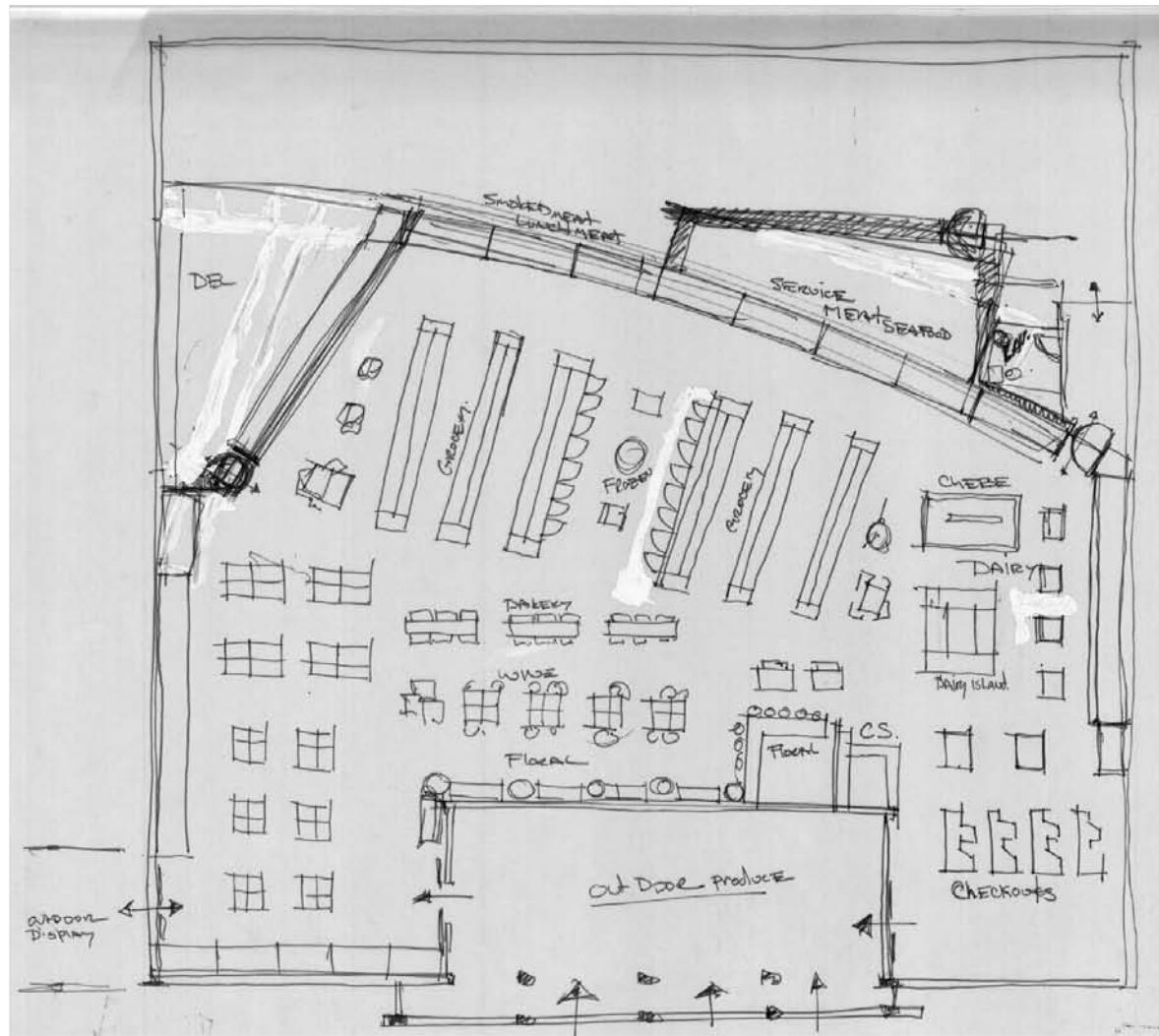
Floor Plan Exploration 3

**Trentwood Farms**



# E+SD 2011

# Energy & Store Development Conference



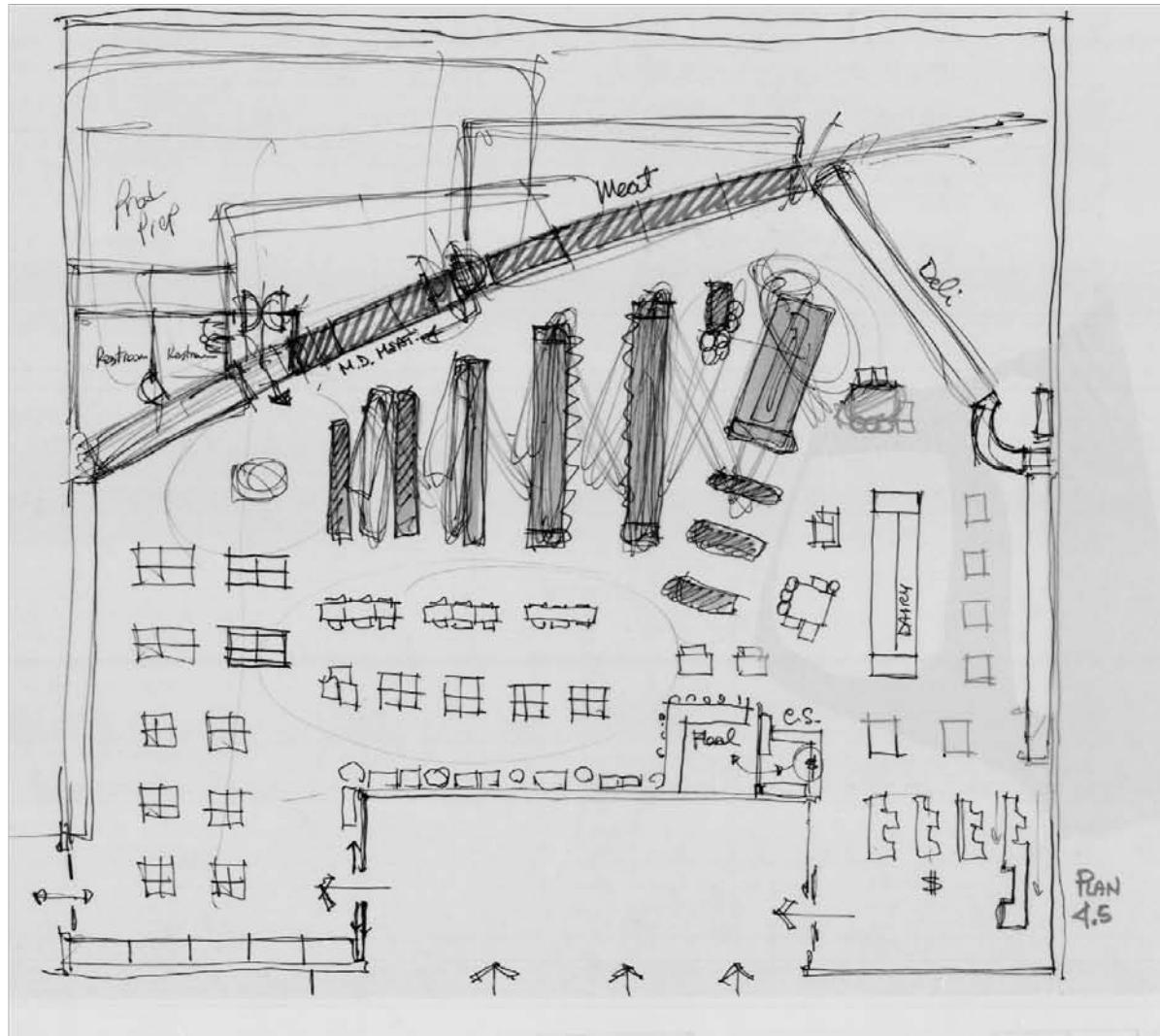
## Floor Plan Exploration 4

# Trentwood Farms



# E+SD 2011

## Energy & Store Development Conference



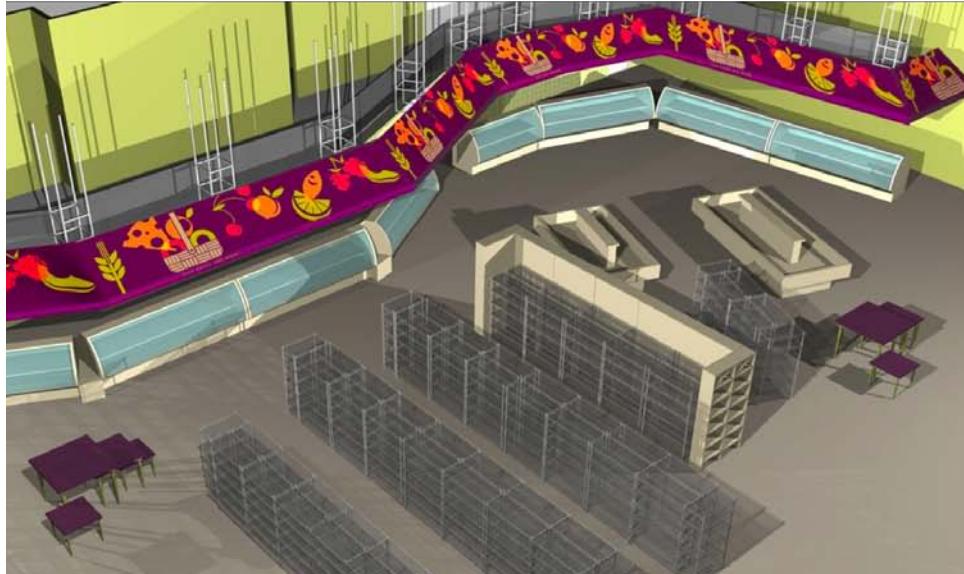
# Trentwood Farms



# E+SD 2011

## Energy & Store Development Conference

 **EMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Trentwood Farms**



E+SD<sup>2011</sup>

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

## Every Situation is Unique

- good technical consultants
- need for creative innovation

Consider an unconventional approach?



# E+SD 2011

## Energy & Store Development Conference



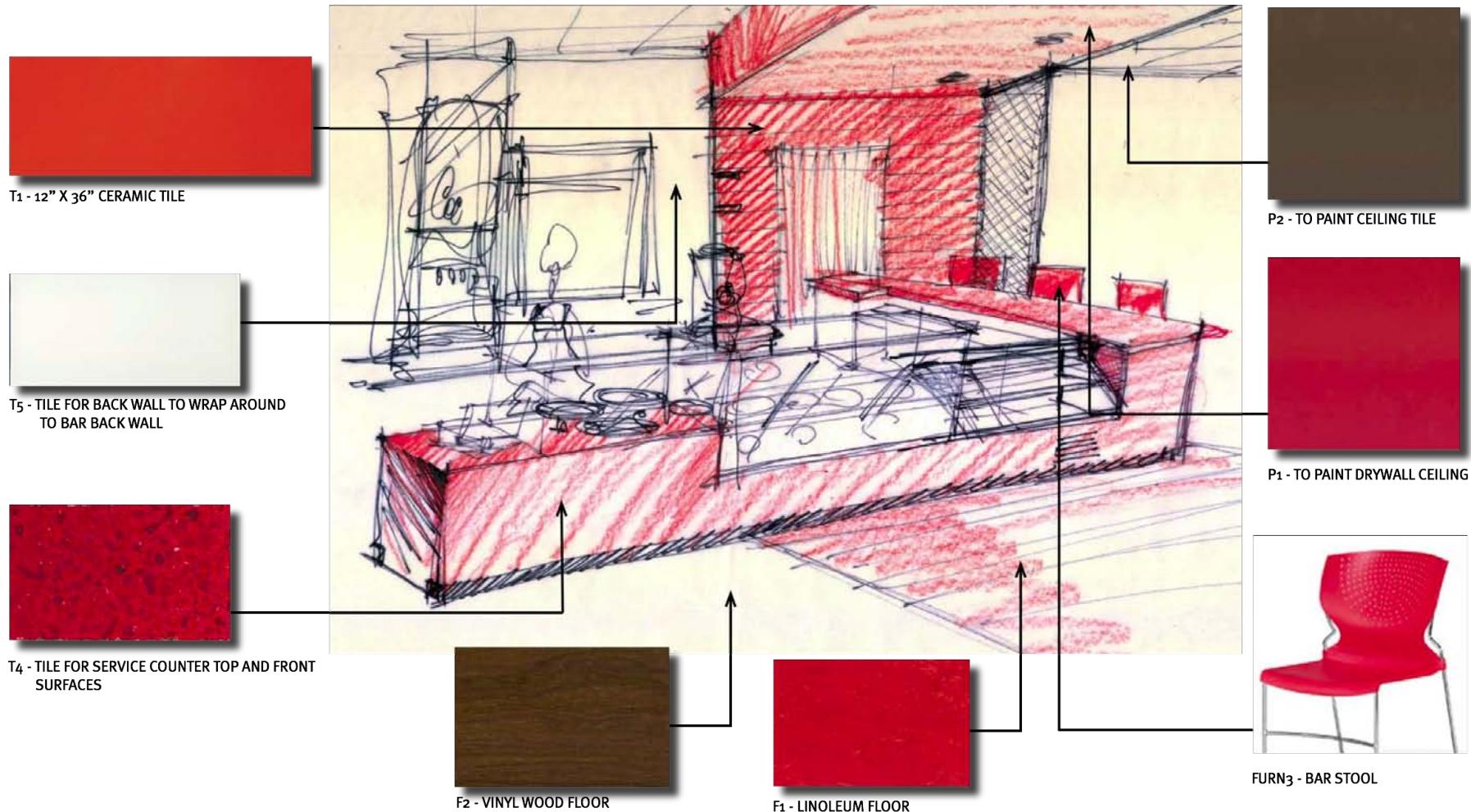
### Silvio's Pizza



# E+SD 2011

## Energy & Store Development Conference

 **FMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



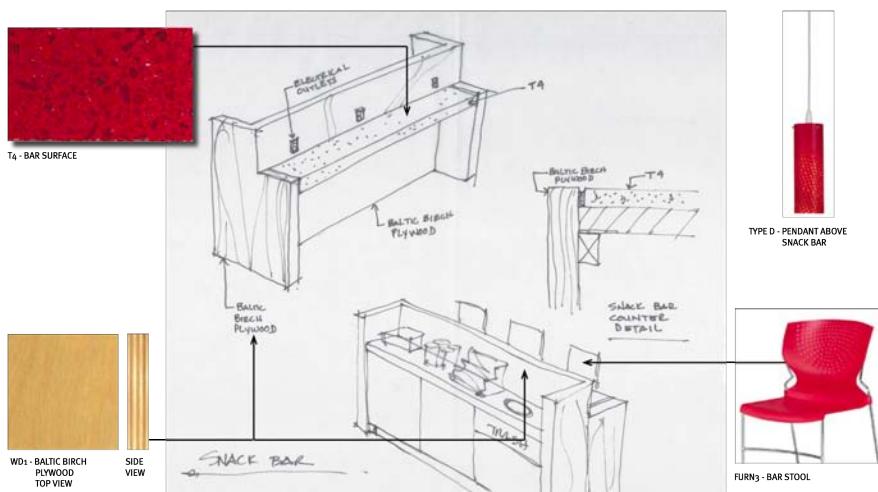
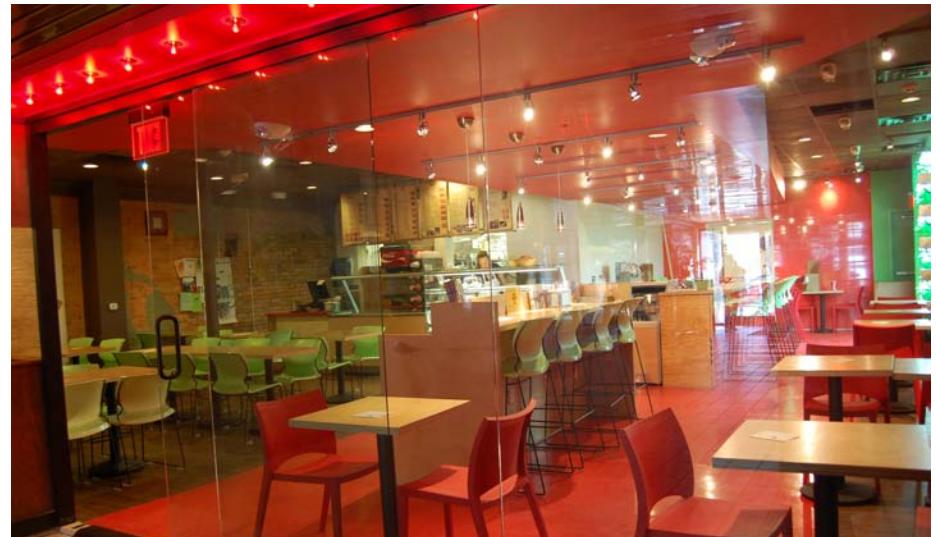
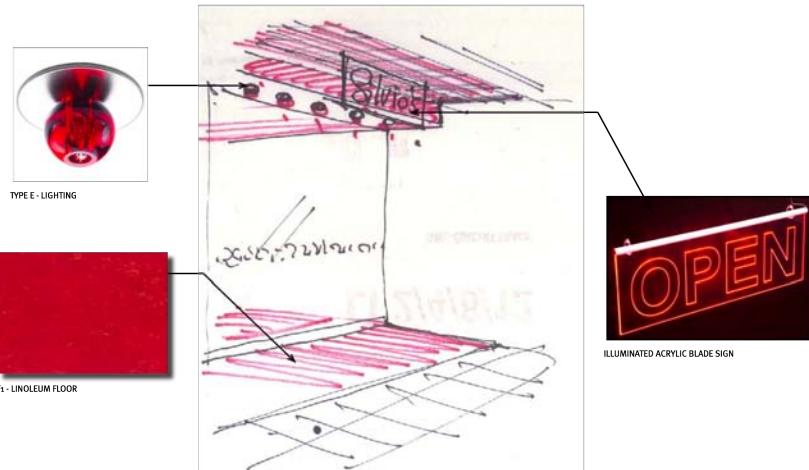
**Silvio's Pizza**



# E+SD 2011

## Energy & Store Development Conference

 **EMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Silvio's Pizza**



# E+SD 2011

## Energy & Store Development Conference

 **FMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Silvio's Pizza**



E+SD 2011

Energy & Store Development Conference

FM<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Buehler's**



E+SD 2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

## Remodel – Adaptation of prototype design

- Development of a new prototype
- How to adapt the new design concept to other locations
- Value to shoppers – dramatic change and improvement shopping environment
- Approaching remodeling with an eye on savings

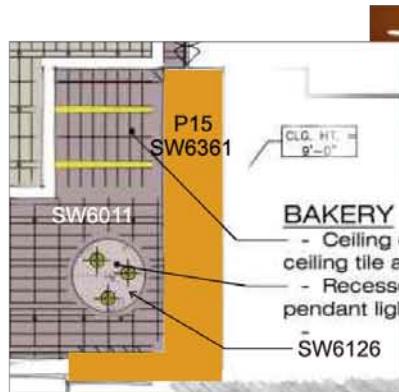
Buehler's



# E+SD 2011

## Energy & Store Development Conference

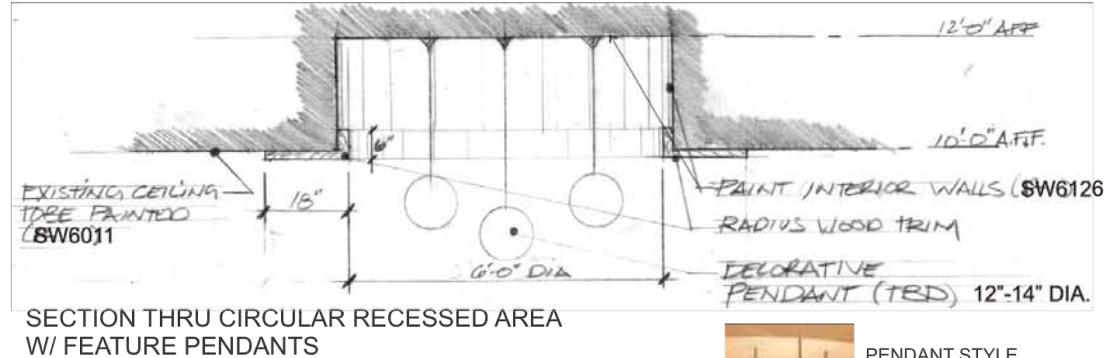
 **FMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



NEW DROP & RECESSED CEILING,  
LIGHTING & PTD. CEILING



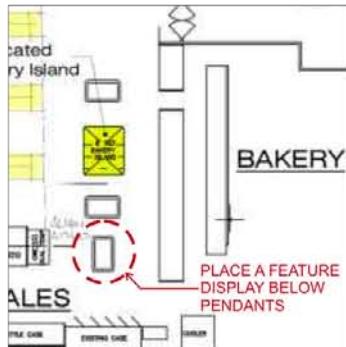
ORRVILLE  
SOFFIT COLOR



SECTION THRU CIRCULAR RECESSED AREA  
W/ FEATURE PENDANTS



PENDANT STYLE  
GROUPING OF (3)  
@ VARYING HEIGHTS



CASE & FIXTURE LAYOUT



ORRVILLE BAKERY DEPT.



EXISTING WALL TILE TO BE  
REMOVED BY G.C.

EXISTING CASES TO BE REPATINTED  
& BUMPERS REPLACED TO MATCH  
ORRVILLE BAKERY CASES

PAINT SAME YELLOW AS ORRVILLE  
P13 SW6367



EXISTING WADSWORTH BAKERY DEPT.

APPLY PAINTED WALL GRAPHIC  
TO BACK WALL

APPLY WOOD SHELVING  
TO BACK WALL

EXISTING SOFFIT STRIPES &  
LIGHTBOXES TO BE REMOVED BY G.C.  
&  
PAINT EXISTING SOFFIT SAME  
YELLOW AS ORRVILLE P15 SW6361

**Buehler's**



# E+SD<sup>2011</sup>

Energy & Store Development Conference

 **EMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Buehler's**



Buehler's



# E+SD 2011

## Energy & Store Development Conference

 **EMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



DELWARE SERVICE SEAFOOD DECOR & LIGHTING

EXISTING DECOR TO BE REMOVED BY G.C.  
AND PAINTED SAME COLOR AS DELAWARE  
AND APPLY SAME STYLE & COLOR  
OF DIMENSIONAL LETTERS  
TO READ: FRESH SEAFOOD

PAINT UNDERSIDE OF CEILING  
THE SAME COLOR AS DELAWARE

REMOVE FLUORESCENT FIXTURES  
ABOVE SERVICE CASE AND REPLACE  
W/ DELAWARE STYLE PENDANTS

EXISTING WALL TILE TO BE REMOVED BY G.C.  
AND REPLACED W/ NEW TILE TO MATCH  
DELAWARE WALL COLOR

EXISTING CASES TO BE REPATINTED  
& BUMPERS REPLACED TO MATCH  
DELAWARE/ORRVILLE SEAFOOD CASES



EXISTING WADSWORTH SERVICE SEAFOOD DECOR



ORRVILLE FROZEN SEAFOOD DECOR

EXISTING SEAFOOD DECOR  
TO BE REMOVED BY G.C.  
AND REPLACED W/ ORRVILLE  
STYLE DECOR OF CORRUGATED  
METAL PANEL W/ DIMENSIONAL LETTERS  
TO READ: SEAFOOD

NOTE: ADD UPLIGHTING BEHIND  
SEAFOOD LETTERS TO  
HIGHLIGHT DECOR



EXISTING WADSWORTH FROZEN SEAFOOD DECOR

**Buehler's**



# E+SD<sup>2011</sup>

Energy & Store Development Conference

 **EMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Buehler's**



E+SD

2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

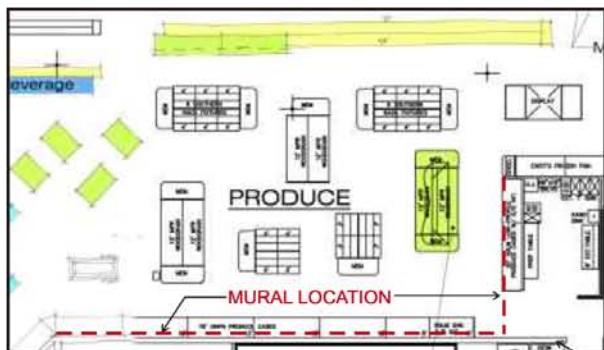


Buehler's



# E+SD 2011

## Energy & Store Development Conference



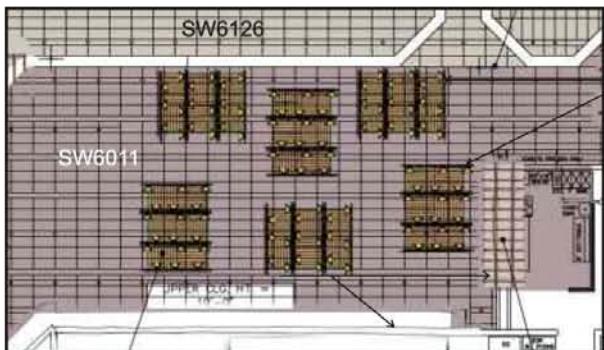
NEW CASE & FIXTURE LAYOUT

ORRVILLE PRODUCE TRELLIS



ORRVILLE PRODUCE MURAL

EXISTING DECOR TO BE REMOVED  
BY G.C. AND REPLACED W/  
ORRVILLE STYLE PRODUCE MURAL



NEW TRELLIS DECOR, LIGHTING & PTD. CEILING

EXISTING SOFFIT TO BE REMOVED BY G.C.  
AND REPLACED W/ ORRVILLE STYLE  
TRELLIS & LIGHTING



EXISTING CASES TO BE REPAINED  
& BUMPERS REPLACED TO MATCH  
ORRVILLE PRODUCE CASES



EXISTING WADSWORTH PRODUCE DEPARTMENT

**Buehler's**



# E+SD 2011

Energy & Store Development Conference

 **EMI**<sup>®</sup>  
FOOD MARKETING INSTITUTE



**Buehler's**



# E+SD 2011

## Energy & Store Development Conference



Buehler's



E+SD 2011

Energy & Store Development Conference

FOOD MARKETING INSTITUTE

**Thank you.**

**Becky Foster**

*Director of Construction and Maintenance, Buehler's Foods*

**Julie Dugas**

*Associate, GHA Design Studios*