

A 'Fresh' Take on Convenience

Alltown Fresh doesn't want its guests to sacrifice healthy, fresh food choices for convenience *By Danielle Romano*



Alltown Fresh is committed to “fresh convenience.” This means fresh-food alternatives that are organic, natural, gluten-free, vegan and locally sourced.

ALLTOWN FRESH, A NEW CONVENIENCE STORE concept from Global Partners LP that's committed to “fresh convenience,” is proof that good things take time.

Debuting Jan. 16 in Plymouth, Mass., the prototype took roughly 18-24 months to launch from concept to fruition, requiring a process more complex than a typical c-store opening and more like a restaurant opening than anything else.

“Special attention was given to each ingredient in every menu item. Local supply chains were established in order to offer fresh, locally sourced products, and construction required a very specific design to create the exact vision we anticipated,” an Alltown Fresh representative told *Convenience Store News*. “While it was more strenuous than previous launches, the results speak for themselves.”

With years' worth of industry data and consumer behavior data showing that shoppers are looking for healthier on-the-go options, Alltown Fresh seeks to align with what its guests are looking for without them having to sacrifice healthy, fresh food choices for convenience.

“Alltown Fresh is the antithesis of today's convenience store experience. When people think of convenience stores, they

instantly think of quick, stale and unhealthy products,” the representative explained. “Alltown Fresh offers guests a completely different experience through healthy, fresh food choices and made-to-order meals — including organic, natural, vegan, vegetarian, gluten-free and locally sourced alternatives — all in a rush-free environment where guests can hang out with one another. Designed to be more of a local marketplace than a standard convenience store, Alltown Fresh has created a community spot for everyone in the area.”

Local Tie-Ins

Plymouth was chosen for the debut of Alltown Fresh because the town is tightly aligned with the c-store banner's target psychographic and demographic: millennials focused on fresh food and moms looking for healthy choices for their kids. In addition, the location is in a high-traffic area with people commuting back and forth from Cape Cod.

“The local, tightknit community also just made it feel right,” the Alltown Fresh rep noted.

Throughout the launch of Alltown Fresh, design was a significant aspect taken into consideration. The team wanted a modest design that could still achieve all of the goals for elevated amenities and offerings. For example, the team debated whether to

At a Glance Alltown Fresh

Location: 22 Long Pond Road, Plymouth, Mass.

Size: 4,800 square feet

Unique features: Aesthetics similar to that of a local farm stand; organic, natural, vegan, vegetarian, gluten-free and locally sourced alternatives; a rush-free environment



go with television monitors to display product offerings, but instead chose menuboards that someone could come in and hand-write for a more local, handmade feel.

The resulting effect is aesthetics similar to that of a local farm stand.

Housed within the 4,800-square-foot Alltown Fresh store are healthy, fresh food choices and made-to-order meals, as well as classic fare that reinvents what it means to shop and eat in a convenience store, such as:

Healthy classics: Made-to-order meals feature all organic produce and fresh, on-site roasted vegetables. Examples of curated breakfast options include the Green Smash avocado toast, specialty protein bowls like the Teriyaki Tease, wholesome sandwiches like the Fresh Pilgrim, and flavorful salads like the Minty Moroccan. Healthier grab-and-go alternatives like Vegan Rob's Cauliflower Puffs and Unreal chocolate products are also available.

Fresh smoothies: Blended on-site using all organic produce, guests have a choice of milk, such as almond and coconut, and a choice of yogurt, such as Greek and cashew alternatives. Smoothie varieties include Escape, which offers a refreshing, hydrating blend rich in vitamin C; Power, which offers a balance of carbs, fiber and fat for sustained energy; and Awake, which is blended with cold brew coffee for a boost of energy with protein and fiber.

Organic beverages on tap: All-natural kombucha, sourced from Vermont's Aqua ViTea, and organic soda, courtesy of Maine Root Soda and Tractor Soda, offer a seasonal rotation of "clean" beverage alternatives in flavors such as Hibiscus Ginger Lime, Blood Orange and Ginger Beer.

Craft coffee: Swiss made bean-to-cup coffee machines offer instant brewing of small batch, locally roasted coffee beans for fresh hot or iced coffee in blends from around

the world, such as fair trade and organic Monadnock Blend, Stratton Blend and Guatemala San Marcos. Made-to-order coffee classics like macchiatos and lattes are available as well.

Alltown Fresh also incorporates amenities found in boutique grocery stores and coffee shops:

- Self-order kiosks for customizable ordering;
- An open grill for efficient, on-demand meal preparation;
- Indoor and outdoor seating where guests can hang out and enjoy their meals;
- Free Wi-Fi; and
- A pet relief area for guests with animals.

On the forecourt, the retailer offers 12 regular fueling positions; three high-speed diesel fueling stations; a RV pump-out station; and four Electrify America direct-current fast chargers — two 350 kilowatts and two 150 kilowatts — for guests with electric vehicles.

Expansion on the Horizon

As the Alltown Fresh team moves forward, it plans to continue refining the current model in Plymouth. Additionally, there are a number of new Alltown Fresh sites in development.

"The Alltown Fresh concept is innovative and disruptive, so the brand is working on a multi-year program, and looking forward to rolling out new sites in 2019 and beyond," the Alltown Fresh representative told CSNews.

Along with the rollout of new sites, Global Partners is looking at a variety of expansion options, including, but not limited to, the conversion of current Alltown Market convenience stores in areas that align with Alltown Fresh's targeted demographic. Alltown Market is another c-store banner operated by Waltham, Mass.-based Global Partners. **CSN**



Kombucha on tap, fresh smoothies and craft coffee are among the ways Alltown Fresh is reinventing the convenience store experience.