



CELEBRATING  
55 YEARS

# nerej

## **Grocery-anchored centers face changes in the grocery category - by Michael Branton**

June 22, 2018 - Retail

Michael Branton, KeyPoint  
Partners, LLC

The news headlines continue to declare a retail apocalypse. Actually, the retail real estate industry is only in the midst of a pivot, whereby the traditional shopping center is changing to align with the varied needs and desires of today's shoppers. These changes are not limited just to anchors and co-tenancies, but also to the tenants themselves.

According to Real Capital Markets, the most coveted retail asset by investors is the grocery-anchored shopping center, the alpha and omega of the retail world, embodying daily needs and weekly shopping trips by consumers. As stable as the grocery-anchored center is, the grocery store itself is transforming, reaping the benefits of current technology without forgetting the successes of the past, seeking to remain relevant to today's evolving consumer and insulate itself from the "Amazon effect."

At this year's ICSC New England Conference & Deal Making, we invite you to hear from Roche Brothers, a privately held 20-store grocery chain based in Wellesley Hills, Mass. The company is evolving its Roche Brothers, Sudbury Farms and Brothers Market brands to stay on top of an industry notorious for razor thin margins, steep competition and high barriers to entry. Arthur Ackles, Roche Brothers vice president of buying and merchandising, will discuss the challenges facing the grocery industry, and how changes in the marketplace are resulting in a grocery store brand that succeeds in embracing the modern without ignoring the past.

Please join us at the John B. Hynes Veterans Memorial Convention Center in Boston on July 17th at 11 a.m., during the ICSC New England Conference & Deal Making. For more information, please visit

ICSC.org:

<https://www.icsc.org/attend-and-learn/events/details/new-england-conference-deal-making2>.

Michael Branton is vice president of leasing at KeyPoint Partners, LLC Burlington, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540