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New 24,000 s/f Roche Bros. opens in Watertown at Arsenal Yards

April 30, 2021 - Retail



Watertown, MA Roche Bros., the locally-owned and family-operated grocer, is open for business at Arsenal Yards. The new grocery store, located at 96 Arsenal Yards Blvd., marks the first Roche Bros. location in town. The premium, full-service marketplace offers high-quality meat, seafood and produce, ready-to-eat prepared foods, locally sourced grocery items, national grocery favorites, catering, and home delivery to guests and residents of Arsenal Yards and the community.

“We are thrilled to officially welcome Roche Bros. to the neighborhood as one of the anchor tenants of Arsenal Yards,” said Tom Wilder, principal of The Wilder Companies. “Known as the ‘best of the best’ of Boston-area grocers, the much-anticipated opening of Roche Bros. will offer our community the widest possible selection of fresh ingredients, along with incredible customer service, and will most certainly be a big draw for those working, visiting and living at Arsenal Yards.”

Located across the street from City Works Eatery and Pour House, Ben & Jerry's, and the Majestic 7 cinema, the storefront entrance is on Arsenal Blvd, with dedicated parking available in the building's garage. Roche Bros. café opens on to the Arsenal Yards River Green, where customers can enjoy outdoor seating and activities.

Roche Bros. joins Ulta Beauty and the brand new 146-room Hampton Inn & Suites by Hilton as the first three openings of 2021 at Arsenal Yards, in what is sure to be an exciting year for the development. Across the street from Roche Bros., the Majestic 7 cinema just reopened, offering visitors seven screens of entertainment and new releases.

Additional openings coming soon, including Buttermilk & Bourbon, Condesa Restaurante & Tequila Bar, Tori Jiro, Pure Barre, and Gordon's Liquors in the coming months, along with the leasing of 300 residential apartments at Blvd & Bond. Later this year, Arsenal Yards will be unveiling Bond Square, a new outdoor space for dining, events, festivals and more.

For its grand opening on April 9th, Roche Bros. owner Rick Roche cut the ribbon alongside local officials; the ribbon cutting was streamed live on Roche Bros. and Arsenal Yards Facebook and Instagram feeds. The first 250 customers through the doors received gift bags sampling goods sold throughout the store. Customers could also enter a sweepstakes to win a Roche Bros. gift basket, a YETI cooler, sponsored by Hint Water, or a paddleboard, sponsored by 88 Acres.

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