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The Pinehills opens The Market - 14,000 s/f store

September 25, 2008 - Retail

Whoever said "bigger is better" hasn't done much grocery shopping lately. With supermarkets super-sizing and shoppers finding themselves worn out from walking from the produce to the milk while sidestepping the beach chairs, there's a national trend towards decreasing the size of our grocery stores while increasing the quality of the experience. In Mass., there's a case-in-point: The Market is not open at The Pinehills.

At 14,000 s/f, The Market embodies the type of grocery shopping that is quickly gaining favor among consumers tired of the impersonal nature of mega-superstores.

Shoppers want not only fresher foods but knowledgeable clerks behind the counters. If they need to pick up just a quart of milk, they don't want to shuffle through endless aisles of redundant food choices. In response to customers' desires, The Market has kept grocery store aisles short and the design is unique, with many intriguing alcoves. The dairy and freezer sections are tucked into curved corners and the grocery items are angled in the middle of the store. Preparation areas are on view. Bread is baked fresh on the premises. Produce is from local growers when in season. Meat is hand-cut daily. Baggers will carry groceries to the car. It has the spirit of a 1950's neighborhood grocery store with the convenience of today.

The Market is located at 6 Purchase St. at The Pinehills Village Green. It is a full-service grocery store with special emphasis on fresh produce, full-service meat and seafood departments, in-store bakery, deli, sushi and prepared foods as well as conventional groceries at everyday competitive pricing. It is open seven days a week from 8am - 8pm. www.themarketpinehills.com

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