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John B. Cruz Construction selected for build of Vicente's Supermarket

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Shown (from left) are: Armond McCoy, Cruz Companies; Kimani LeBeau, Cruz Companies; Edgar Carrere, Cruz Companies; Justin Cruz, Cruz Companies; Donald Hicks, Cruz Companies; John B Cruz III, Cruz Companies; Nick Masciarelli; Donald Hicks Jr; Oscar Carlos, Cruz Companies; Hassan Kamboon; John Teixeira; Micheal Washington, Micheal Washington Architects; Elvin Phillips, Micheal Washington Architects.

Roxbury, MA With Cruz Companies, John B. Cruz Construction has been selected to transform a former chain pharmacy into a neighborhood supermarket. The project brings together two Cape Verdean-owned companies and leading minority business enterprises to add this grocery store in

the growing area, where Cruz Companies is based.

“We are delighted to work with Vicente’s Supermarket to create a beautiful and welcoming new store in Roxbury,” said Cruz. “This project, our first with Vicente’s Supermarket, reflects the growth and positive direction that our companies and other Cape Verdean businesses are taking in the Greater Boston region.”

The company adds that Vicente’s Supermarket was founded in 1994 by Manuel Vicente, and serves niche imported products from Brazil, Cape Verde and elsewhere. Operated by Vicente’s children Brian and Jason Barbosa, the company operates four other locations in areas with large Cape Verdean communities, including the New England cities of Brockton, New Bedford, Mass., and Pawtucket, R.I.

In what Segun Idowu, Boston’s chief of economic opportunity and inclusion called “a win-win for the community,” the Brockton-based grocery chain Vicente’s Supermarket, is earning praise from neighborhood dwellers for building this new expansion grocery store. Justin Cruz, the chief operating officer of Cruz Companies, expressed pride in the third-generation construction company joining with Vicente’s Supermarket to show what minority business enterprises, or MBEs, can do together.

This opportunity resonated with Cruz Companies, known for its dedication to its local community and history of supporting underserved neighborhoods. “Our company was established in 1948 with a mission of helping foster minority businesses and strengthen inner city communities,” said John B. Cruz III, CEO and president of Cruz Companies. “We are committed to this leadership and a relentless focus on community, quality and integrity that nurtures minority businesses, reinvests in underserved neighborhoods, celebrates heritage, and redefines affordable neighborhoods.”

In addition to John B. Cruz Construction, Cruz Companies also operates Cruz Development Corporation, with a commitment to creating high-quality housing in even the most challenging contexts, as well as Cruz Management Corp., a property manager for over 1,300 apartments with expertise in relocation services, too. “We’ve also established Cruz C.A.R.E.S., giving back to our communities through scholarships, enrichment programs, and fun outdoor adventures,” said Justin Cruz.

Cruz Companies recently opened its new headquarters in Roxbury, within a new mixed-use multifamily building. The firm is also building a large-scale new mixed-use housing complex in the heart of Roxbury, an area being called Nubian Square. Outside of Roxbury, Cruz Companies is active with a large building program in the Cape Verdean community of New Bedford, Mass.