



The Hingham Journal.

Hingham's Hometown Newspaper since 1827

Community Newspaper Company

www.wickedlocal.com/hingham

THURSDAY, JUNE 5, 2008

64 Pages ■ 4 Sections ■ Vol. 181, No. 36 ■ \$1.00

Shipyard shopping

European-style grocery store planned

By Carol Britton Meyer
CMEYER@CNC.COM

The Fresh Market, a specialty grocery store with a European flair, is coming to town.

The company will open its first New England operation at the Launch at Hingham Shipyard next Spring.

This is one of several anchor stores announced recently by Samuels & Associates, developers of The Launch portion of the redeveloped Hingham Shipyard. Other anchors include Patriot Cinemas; Bed, Bath, and Beyond; Old Navy; and Bodyscapes Fitness.

The Launch is part of a 1.2-million-square-foot mixed-use waterfront district scheduled to open in Spring 2009.

The 24,000-square-foot Fresh Market, a food destination store, will offer an old-style butcher shop and fish market, bakery, produce and floral stands, gourmet ingredients, and a delicatessen.

The store is also known for its fine customer service and as an inviting, comfortable, and convenient way to shop — at the same time conveying the atmosphere of an Old World European market all under one roof.

The family-owned market offers daily samplings, a warm

cup of coffee while customers shop, a friendly atmosphere, and an accommodating staff.

“We’ve envisioned a grocer here for a long time. It was just a matter of finding one that was an appropriate fit and size for the development,” said Leslie Cohen, vice president of development for Samuels. “Because Fresh Foods is modeled after a European market, it will offer high-quality fresh produce, meat, and fish and also a large variety of prepared food, which is the wave of the future with people’s hectic lives. This will give people another option to fill their grocery needs, and we’re really excited to have them. This is yet another reason to differentiate us from other shopping centers.”

Fresh Market has an open-air feel — colorful and fragrant — with classical music in the

background. Staff members are on hand to answer customers’ food questions and to talk about the day’s fresh offerings. They’ll even carry customers’ groceries to their cars.

“The company fits our philosophy of offering diverse shopping, dining, and entertainment experiences to commuters, residents, and visitors alike,” said Robin Mosle, executive vice president of leasing for Samuels.

Fresh Market senior vice president of real estate and development Randy Kelley said Fresh Market is “excited both about our entry into the Northeast and to be a part of the Launch at Hingham Shipyard. We look forward to building a store that is consistent with the architecture in the area, where there is such a rich history and a strong sense of place. We feel that The

“This will give people another option to fill their grocery needs, and we’re really excited to have them. This is yet another reason to differentiate us from other shopping centers.”

— Leslie Cohen, Samuels & Associates

Fresh Market will be a perfect fit for Hingham and greater Boston.”

The first Fresh Market, opened by Ray and Beverly Berry in Greensboro, N.C. in 1982, was founded with one simple goal — to bring friends, family, and neighbors high-quality perishable products in a warm, friendly atmosphere — with a high level of customer service.

Fresh Market currently operates 78 stores in 18 states in the Southeast, Midwest, and Mid-Atlantic.

The Launch will also feature a wide range of other shopping opportunities, from dry cleaning and home goods to specialty boutiques, art galleries, and gift shops.

The Launch is a mixed-use, transit-oriented development located on the waterfront, offering shopping, entertainment, dining, recreation, and luxury living in The Moorings. The Launch, with a focus on the shipyard’s rich history, offers 210,000-square-feet of restaurant, retail, and entertainment space, and office uses. Its focus is one-stop shopping and entertainment and better public access to the waterfront.

For further information, visit www.thefreshmarket.com.