

Philabundance Unveils Non-Profit Grocery Store



HUNGER-RELIEF ORGANIZATION Philabundance recently opened the nation's first non-profit grocery store, Fare & Square. Located in Chester, Pa., a metro-Philadelphia area food desert, the 16,000-sq.-ft. store offers nutritious food at low prices, marking the city's first grocery store in more than a decade.

Philabundance enlisted New York-based brand agency and retail design consultancy CBX to create an environment that would "reflect the hopeful and respectful nature of Philabundance's goal to serve Chester residents through a store that could look at home in any community," says Joseph Bona, president of branded environments for CBX.

The colorful Fare & Square logo was the design team's inspiration for the overall color palette of bright green, purple, yellow and orange, which is complemented by light wood and stainless steel elements. "The palette is designed to make Fare & Square an energizing and inspiring, but comfortable, place to shop and congregate," Bona says.

The store's design elements are consistent with for-profit stores, including hanging aisle-marker signage, end-cap displays, vinyl flooring, large displays of produce on tilt-style tables and pendant lighting. Additionally, dairy, deli, fresh meat and seafood fill the perimeter of the store. There also are local touches, such as a one-of-a-kind mural demonstrating the spirit of Chester. "We designed a neighborhood store that's clean, well-lit, functional, convenient and friendly, but it's also a place that the community can call their own, instilling a sense of optimism, pride and connection," Bona says.

Philabundance hopes to roll out this model in other communities in the Delaware Valley region.

- Lauren Mitchell