Fairfield Neighborhood Supermarket Analysis

A contextual review of grocery store and supermarket development feasibility.

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Introduction & Study Area

Introduction & Study Area

The purpose of this document is to provide insight into the development opportunity of a potential grocery operation within the Fairfield Neighborhood of Huntington, West Virginia. Through a collaborative effort of the Fairfield Development Corporation, the City of Huntington, Marshall University and the Cabell Huntington Hospital, strong civic, private sector and institutional support is contributing to drive the development of a grocery operation.

Complementing this study will be a Request for Proposals, Request for Qualifications or a Request for Information to grocery store operators and site developers to provide an opportunity for grocery development within this Neighborhood. This study will illustrate the following development advantages to the City of Huntington, the Fairfield Neighborhood and the Project Site:

- ✓ Strong Residential Spending Power
- ✓ Strong Employee Spending Power and Employer Resiliency
- ✓ High Traffic Counts
- ✓ Existing Market Opportunity through Lack of Proximity to Alternative Grocers
- ✓ Excellent Neighborhood Character
- ✓ Active Institutional Support (City, Cabell, University, FCDC)
- ✓ Available Economic Incentives and Low Cost to do Business

The study area includes the geographies of the City of Huntington and the specific boundaries of the Fairfield Neighborhood. For purposes of this report, the Fairfield Neighborhood is located within or touches the following 2010 census tract(s): 54011001800, 54011001500, 54011001400, 54011001600. Similarly, it is located within or touches the following zip code(s): 25701, 25702, 25705, 25703. The Fairfield Neighborhood population is approximately 6,527 and the City of Huntington’s population is approximately 48,034. The Fairfield Neighborhood is home to a potential grocery store development site (“project site”), which is marked with a star in the image above. This report will include a further analysis from a customer perspective of what is referred to as the “Effective Market Area” which will be explored at a later point.

The Fairfield Neighborhood

The Fairfield Neighborhood & Community Survey

The Fairfield West Neighborhood is and has always been the most diverse community in the City of Huntington. A board member of the Fairfield Community Development Corporation described it accordingly:

> *"Fairfield is a community where you will find the merging of multiples of different seasons/stages of life. Seniors in the evening of life, middle aged well established in the course of their vocational careers at Cabell Huntington Hospital, Marshall University, etc, millennials entering Marshall University, pharmacy school, the med school, etc. determined to make their mark on society, middle/high school schoolers discovering a zest for life and the children of innocence unblemished by life's negative influences. Each of these groups are drawn together in respectful dialogue realizing our vital connections and dependency on one another for successful life. The investors with the foresight to place a grocery store in this community will reap the rewards of this eclectic group purchasing daily, weekly, monthly food supplies along with the robust traffic flowing in and from Marshall University, downtown Huntington, etc. via the thoroughfare of the Fairfield community."*

– Board Member, Fairfield Community Development Corporation

The Fairfield Neighborhood has a rich cultural history. For instance, Carter G. Woodson, the Father of Black History Week attended school in the neighborhood then returned as the Principal of Douglass High School in 1900. Douglass Junior and Senior High School were segregated junior and senior high schools in the community and are listed on the National Historical Registry as historic sites.

Many residents have emerged from Fairfield to accomplish great things, including:

Revella Hughes – nationally known African American soprano was born in Fairfield and graduated from Douglass high school in 1915. She and went on to sing and perform with many nationally known figures.

Diamond Teeth (Walking Mary) Mary – famous blues, gospel and vaudeville singer.

Lavinia Norman – one of the founders of Alpha Kapp Alpha Sorority, Inc and a charter member of Beta Tau Omega Graduate Chapter in Huntington; and taught at Douglass High School for over 40 years.

Memphis Tennessee Garrison – Community mediator for the US Gary Steel Mines came to Huntington after her retirement. Her house is on the National Historical Registry and scheduled to be remodeled and converted into an African American Museum for the Huntington community.

Historians Cicero Fain III and Dr. Ancella Bickley – noted and reputable professors and authors.

Tina Williams Brewer and Theresa Shellcroft - quilting artists born in Fairfield and are now nationally known for their art quilts.

Like Huntington, the community includes many churches – whether it is the 16th Street Baptist, Methodist, Catholic or Holiness – there is a church in the community for everyone. At last count over twelve (12) congregations exist, each offering services to its own members and to activities in the community – one church even delivers Christmas fruit baskets to senior citizens in the community each year.

The A. D. Lewis Center (ADL) – has always been the focal point in the community and comes with rich history. The center itself provides educational and recreational activities for everyone in the community. Many NBA stars grew up playing on the courts at ADL including O. J. Mayo and Patrick Patterson and many Marshall University greats, including NBA legend Hal Greer and NFL great Troy Brown have supported the programs at ADL.

The Fairfield community has experienced great transformation in the last 20 years, and as a new generation of residents emerge the future looks bright. The history of the ADL, community churches, warm and welcoming residents bring a sense of place, while the active engagement of families and residents only enhance the community's future as a place to call home.

The City of Huntington

The City of Huntington

The City of Huntington, West Virginia is defined by a number of key characteristics when it comes to real estate and business development, including:

Superior Transportation & Logistics

Huntington is a major rail hub served by two Class One railroads, CSX and Norfolk Southern freight rail. Huntington also has passenger rail served by Amtrak. Located on the Ohio River, Huntington has one of the largest inland ports in the United States.

Huntington’s Tri-State Airport offers daily flights to Charlotte Douglas International Airport and seasonal flights to St. Pete-Clearwater International Airport, Orlando Sanford International Airport, Punta Gorda Airport, and Myrtle Beach International Airport. A Fed Ex regional hub is located at Tri-State Airport. In addition, Charleston’s Yeager Airport offers flights serviced by American Airlines, Delta, United, and Spirit. Huntington is situated on Interstate 64 with I-73 upgrade planned between Toledo, OH and Charleston, SC.

Located in Prichard, WV, the Heartland Intermodal Gateway is a rail to truck facility connected to the ports in Virginia and Chicago on the Norfolk system rail line. Bus service and motor freight carriers abound.

Access to Markets

The greater Huntington area is located within one day's drive of over 33%of the Industrial and Consumer Market in the US.

West Virginia is in the center of population east of the Mississippi. Access to Northeast, Midwest and Southeast markets is easy:

- Charleston, WV - 51 mi / 82 km
- Lexington, KY - 128 mi / 205 km
- Columbus, OH - 138 mi / 222 km
- Cincinnati, OH - 165 mi / 265 km
- Cleveland, OH- 277 mi/ 445 km
- Pittsburgh, PA - 280 mi / 450 km
- Washington, DC - 294 mi / 473 km
- Nashville, TN- 341 mi/ 548 km
- Detroit, MI - 347 mi / 558 km

- Baltimore, MD- 416 mi/ 669 km

Lost-Cost of doing Business

Electricity, water, and gas are plentiful. Industrial electric rates are ranked 8th lowest in the US, and 25% less than the national average. West Virginia is the largest producer of oil and natural gas east of the Mississippi River.

Further, Cabell County carries a lower Real Estate Tax Rate per Property Market Value compared to other markets:

- Huntington 1.98%
- Cincinnati 2.50%
- Columbus 2.87%

Abundant Labor Supply

Over 17,000 active job applicants are on file in the Workforce WV Office.

The Tri-State area workforce has an excellent work ethic with low turnover (less than 2%), low absenteeism, and a below average unemployment (<6%) rate for the area. Starting manufacturing wage rates range from $8.75 - $11.00 per hour.

Forbes Magazine listed Huntington on a list of 200 "Best Places for Business and Careers".

Exceptional Healthcare

The Tri-State area offers a complete medical community with access to eight hospitals offering specialized services for all ages including 4 major centers, Cabell Huntington Hospital, the Huntington VA Hospital, Marshall Health, and St. Mary's Hospital. Cabell County facilities provide 11.6 hospital beds per 1,000 people which is over five times the National Average and more than double the State of West Virginia average[1].

Hospital costs are lower than the national average.

Strong Quality of Life

Huntington is home to the Huntington Museum of Art, the Huntington Symphony Orchestra, Heritage Farm, the Wild Ramp, Pullman Square, and the Huntington Mall. Forbes Magazine recently cited the Huntington area to have the lowest cost of living in the U.S. for communities its size.

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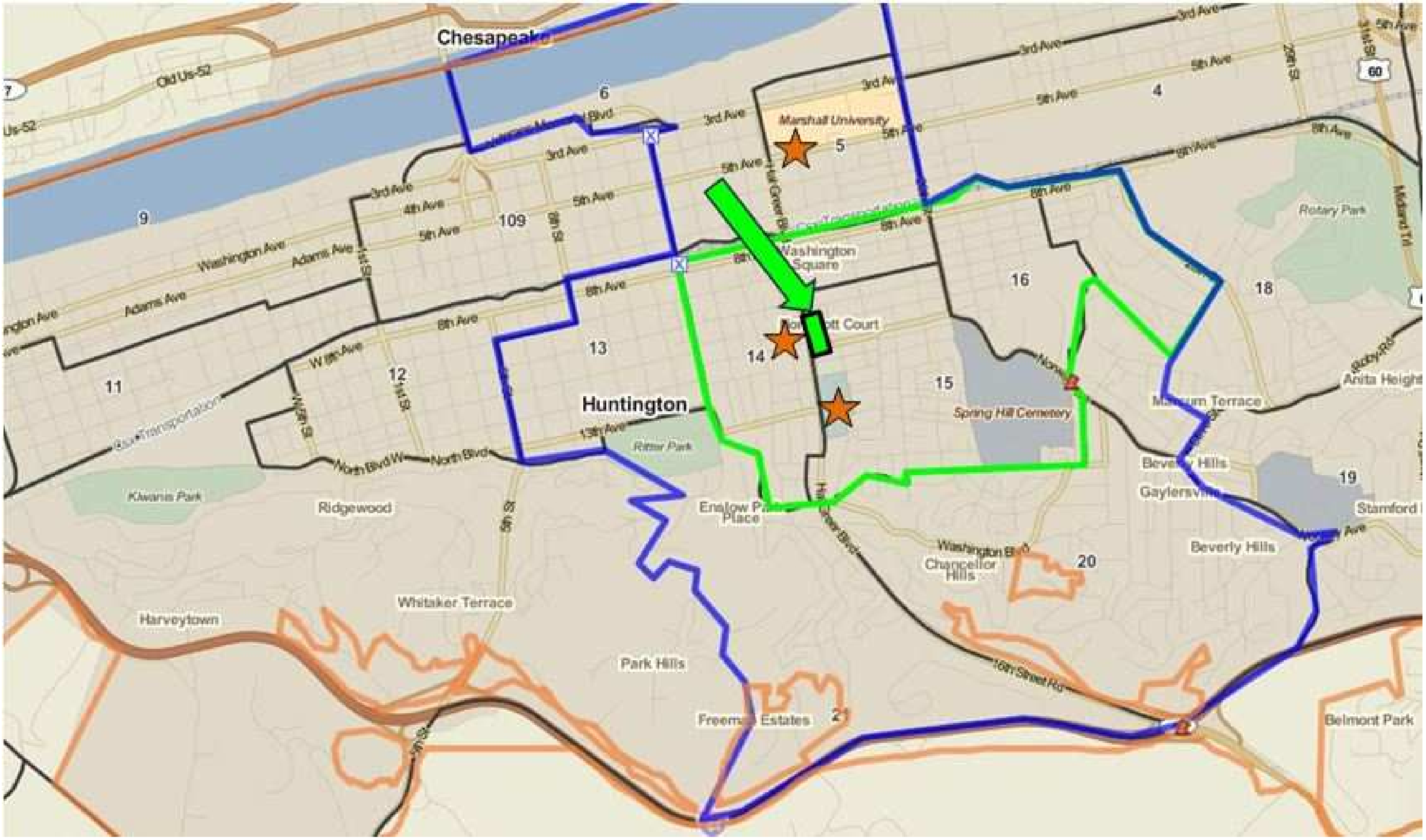
[1] *Source:* PolicyMap; Hospitals report bed counts as part of the American Hospital Association's (AHA) Annual Survey of Hospitals as compiled by the Health Resources & Services Administration (HRSA).

Homeowners enjoy housing costs that are well below national average. Sports fans appreciate championship division one College sports through Marshall University. Area residents benefit from the diverse business base – manufacturing, medical, transportation, and small-medium sized industries[2].

[2] *Source:* HUNTINGTON AREA DEVELOPMENT COUNCIL

The Project Site

The Project Site



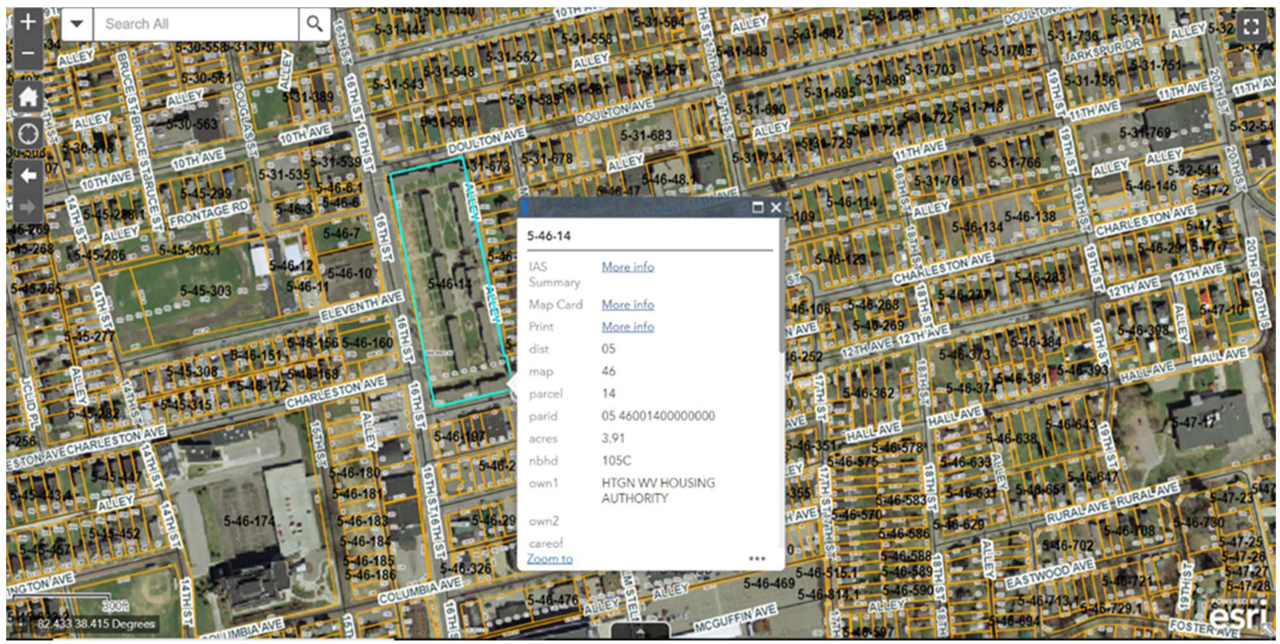
The project site is formally known as the Northcott Court site, a former public housing development that was built in the 1940s and has since been demolished. The site is now targeted by the City of Huntington and Fairfield Neighborhood as a key development site for mixed-use development and a grocery store. The site sits 0.14 miles from the 2,160-employee Cabell County Hospital and directly across the street from the Marshall University Forensics Science Center and the new Marshall University School of Pharmacy.

Site Profile

Owner	Huntington West Virginia Housing Authority				
Acreage	3.91				
Land-use	Other Miscellaneous Exempt	Neighborhood	105C	Tax Class	4
Appraised Bldg. Val.	$1,041,900	Appraised Land Val.	$510,600	Appraised Total Val.	$1,552,500
Assessed Bldg. Val.	$625,140	Assessed Land Val.	$306,360	Assessed Total Val.	$931,500
Real Estate Taxes	$0 ($57,615 estimated)	SqFt	40,000	Year Built	1939

The table above uses average land value and square footage to estimate existing land prices for a land purchase to allow 40,000 square feet of grocery-related development.

Further, real estate taxes are currently not applicable to the site as it is owned by the tax-exempt Huntington West Virginia Housing Authority, however in the instance a private operator occupies the site, real estate taxes are estimated to at $57,615.



Residential Spending Power

Retail Food Leakage

Retail food leakage as a percent of estimated demand is a measure of need; block groups with greater amounts of leakage are less well-served by food retailers, both supermarkets and other grocery stores.

The leakage percent is the percent of annual demand that cannot be met locally, at either supermarkets or other stores, and so “leaks” to other areas.

Food leakage will serve as a large basis of residential demand estimation for a grocery. Residential demand is one of three grocery revenue sources, with the other two being employee spending and tourism (drive-by traffic).

Fairfield Neighborhood Retail Food Leakage

The table below depicts leakage as a percentage of total food demand, more specifically, estimated annual demand for retail food (i.e., groceries) in dollars as of 2016. Estimates are derived from counts or estimates of households, estimates of household income, and estimated percent of household income spent on food to be prepared at home. Within the immediate neighborhood alone, approximately $169,732 of weekly food sales leaves the neighborhood from residents. This does not include sales from the 4,842 neighborhood jobs and drive-by traffic. However, when expanded to the "Effective Market Area" (see page 22), the market potential vastly increases.

Immediate Neighborhood (does not include Effective Market Area)

Tract/Block Groups

Census Tract 14	Demand	Leakage Rate	Leakage $	Census Tract Area
1	$ 1,225,000	86%	$ 1,053,500	West of Hal Greer, South of 8th Avenue, east of 12th Street.
2	$ 1,172,000	81%	$ 949,320	
3	$ 1,595,000	85%	$ 1,355,750	

Census Tract 15	Demand	Leakage Rate	Leagage $	Census Tract Area
1	$ 1,534,000	100%	$ 1,534,000	Includes neighborhood surrounding hospital and grocery site; East of Hal Greer, South of 10th Avenue
2	$ 1,392,000	100%	$ 1,392,000	

Census Tract 16	Demand	Leakage Rate	Leagage $	Census Tract Area
1	$ 1,437,000	96%	$ 1,379,520	East of 20th Street, South of 8th Avenue

Census Tract 18	Demand	Leakage Rate	Leagage $	Census Tract Area
5	$ 1,162,000	100%	$ 1,162,000	East of 24th Street, South of 8th Avenue

Totals	$ 9,517,000	92.7%	$ 8,826,090
Weekly	$ 183,019	92.7%	$ 169,732.50

Grocery Brands & Weekly Sales[3]

Brand	Stores	Weekly per Store
Associated Food Stores	39	$ 4,733,728
Bozzuto's	13	$ 3,343,195
Costco	627	$ 2,212,919
Woodmans	17	$ 1,968,326
Wegmans	98	$ 1,766,091
H-E-B	344	$ 1,301,431
Demoulas Super Market (Market Basket)	79	$ 1,241,480
Saker Shoprites (ShopRite)	31	$ 1,184,864
WinCo	126	$ 1,178,266
Spartannash (Family Fresh Markets, Sun Mart)	139	$ 1,117,875
Amazon (Whole Foods)	489	$ 1,105,081
Inserra	24	$ 1,017,628
Wakefern Food Corp	352	$ 903,081
Walmart	5,764	$ 901,217
BJ's Wholesale club	216	$ 833,333
Kroger	2,765	$ 814,786
Superior Grocers	45	$ 764,957
Festival Foods	32	$ 643,029
Schnucks, Shop N' Save	99	$ 641,026
Publix	1,212	$ 577,240
Trader Joe's	496	$ 547,457
Price Chopper	133	$ 543,667
Stater Bros. Markets	171	$ 508,322
Albertsons Cos.	2,294	$ 505,080
Northgate Gonzalez Mart	40	$ 504,808
Alex Lee (Lowes Foods)	84	$ 503,663

> $500k weekly

In determining opportunities from neighborhood sales leakage, the table on the left represents weekly average sales per store for national brands typically realizing over $500k per week. Data is sorted from higher weekly sales to lower. The following page provides an illustration of lower sales ranges.

[3] *Source*: "Top 75 Retailers & Wholesalers Report", February 2019, Super Market News. Math divides total sales by active retail locations. It is worth noting that Amazon (Whole Foods) and Kroger have recently introduced delivery services that allow for sales to reach other geographic areas.

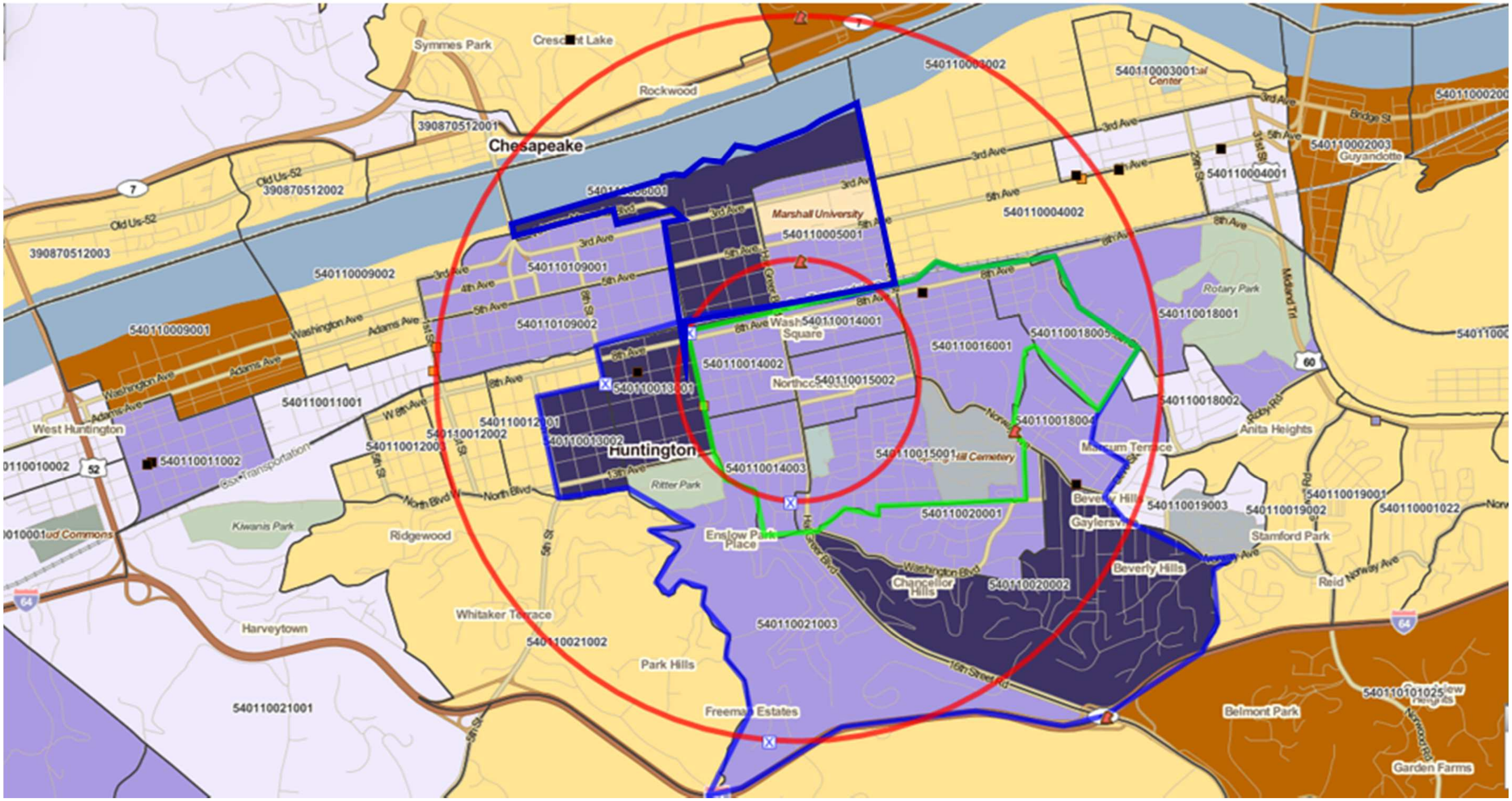
Raley's	129	$	491,950
Save-on-Foods	169	$	488,166
Big Y Foods	80	$	475,962
Ahold Delhaize	1959	$	433,895
Vallarta	50	$	426,923
Giant Eagle	419	$	408,482
Ingles	200	$	393,269
K-VA-T Food Stores	132	$	370,047
Save Mart	208	$	369,822
Target	1,841	$	338,758
Weis Markets	202	$	333,206
Sprouts Farmers Market	315	$	318,681
Tops Markets LLC	164	$	316,604
Southeastern Groceries (BI-LO, WinnDixie)	572	$	280,729
loblaws	2,422	$	280,045
Smart and Final	327	$	278,758
Brookshire	181	$	252,869
Basha's	114	$	244,602
Coborn's	115	$	237,458
Piggly Wiggly (midwest)	114	$	236,167
Fareway	122	$	206,494
The Fresh Market	161	$	205,447
Key Food Stores Co-operative	280	$	195,742
Aldi	1,864	$	190,141
Sobeys (Empire Co.)	1,947	$	187,468
Metro Inc.	1,269	$	169,879
Houchens (Save-A lot, Piggly Wiggly)	421	$	145,259
Grocery Outlet	316	$	135,711
99c Only	388	$	92,684
Save-A-Lot	1,252	$	60,672
Walgreens	9,560	$	55,017

$250k - $500k weekly

$150k - $250k weekly

Brands generating $150k-$250k in weekly sales could fall within the demand scope of the Fairfield Neighborhood alone. However, analyzing the entire potential customer base by factoring in an "Effective Market Area" (which will be done on the following page) pushes potential residential sales up within the $250k-$500k range.

The map below depicts retail food leakage in total dollars. Purple areas represent higher leakage amounts.



The green boundary represents the Fairfield Neighborhood, with the blue boundary representing additional Census Block Groups nearby with higher rates of leakage.   The radius circles cover radii of .5 mile and 1.5 miles.

Effective Market Area ("EMA")

The Effective Market Area represents the overall potential residential customer base of a project site.

In determining the EMA, Census Block Groups surrounding the neighborhood were analyzed by total leakage dollars and leakage percentages.

The Census Block Groups were then measured to both 1) the project site vs. 2) the nearest Full-Service Grocery Store. In instances where leakage rates were over 50% and distances to the project site were closer than the alternative Full-Service Grocery Store, the Census Block Groups were added to the EMA.

Full Service

Conventional supermarkets, limited-assortment supermarkets, natural/gourmet supermarkets, supercenters, and warehouse grocery stores with at least 5,000 square feet selling space as full-service.

Limited Service

Stores that do offer a full range of fresh and healthy foods are classified as limited-service. Superettes and dollar stores are classified as limited-service because a review of relevant research shows that they generally offer a narrower variety of fresh and healthy foods at generally higher prices than do supermarkets. Conventional club stores are classified as Limited Service because they require paid memberships. Military commissaries are classified as limited-service because they are not open to the public.

Tract/Block Groups — Effective Market Area (EMA) Data

Tract/Block Groups	Demand	Leakage Rate	Leakage $	Low Access Score	% No Vehicles	Distance from Full-Service	Distance to Northcott	Jobs	Population	Households	Census Tract Area
Census Tract 05	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 1,408,000	68%	$ 957,440	12	22.5%	1.86	0.79	3,964	2,896	502	East of Hal Greer, West of 20th, North of 8th, South of 2nd
Census Tract 06	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 2,147,000	100%	$ 2,147,000	70	39.2%	1.59	0.81	1,445	1,497	734	East of Vets Memorial/12th, West of Hal Greer, North of 8th, South of Ohio River.
Census Tract 13	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 2,860,000	90%	$ 2,574,000	0	18.8%	1.12	0.78	614	1,575	900	West of 12th; East of 5th; North of 13th Avenue; South of 8th
2	$ 1,789,000	100%	$ 1,789,000	43	15.2%	0.92	0.94	319	989	454	
Census Tract 14	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 1,225,000	86%	$ 1,053,500	0	32.1%	1.56	0.43	41	880	364	West of Hal Greer, South of 8th, East of 12th.
2	$ 1,172,000	81%	$ 949,320	0	5.1%	1.53	0.25	217	747	311	
3	$ 1,595,000	85%	$ 1,355,750	0	8.0%	1.89	0.55	434	958	485	
Census Tract 15	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 1,534,000	100%	$ 1,534,000	69	34.7%	1.15	0.87	3,314	1,138	467	Includes neighborhood surrounding hospital and grocery site; East of Hal Greer, South of 10th
2	$ 1,392,000	100%	$ 1,392,000	53	45.9%	0.81	0.40	198	683	399	
Census Tract 16	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 1,437,000	96%	$ 1,379,520	19	28.6%	1.10	0.78	495	1,179	416	East of 20th, South of 8th
Census Tract 18	Demand	Leakage Rate	Leakage $								Census Tract Area
4	$ 1,043,000	99%	$ 1,032,570	79	26.4%	2.35	1.51	61	1,052	379	East of 24th, South of 8th
5	$ 1,162,000	100%	$ 1,162,000	79	22.2%	1.85	1.45	143	942	374	
Census Tract 20	Demand	Leakage Rate	Leakage $								Census Tract Area
1	$ 1,555,000	92%	$ 1,430,600	0	6.9%	1.75	1.39	95	779	375	East of 16th; West of Norway; South of Enslow; North of 64
2	$ 3,536,000	78%	$ 2,758,080	7	0.4%	2.29	2.10	452	2,396	1,052	
Census Tract 21	Demand	Leakage Rate	Leakage $								Census Tract Area
3	$ 936,000	62%	$ 580,320	0	0.0%	1.27	0.97	480	743	362	North and East of 64, follows Hal Greer to the West and Northwest, South of 8th Avenue.
Total	$ 24,791,000	89.1%	$ 22,095,100	27.1	19.6%	1.57	1.01	12,272	18,454	7,574	
Weekly	$ 476,750.00	89.1%	$ 424,906	Represents spending potential of residents.							

Effective Market Area (EMA)

Fairfield Neighborhood

The table above is an extension of the Fairfield Neighborhood Retail Food Leakage table. Further, additional data sets were added to this table to illustrate other key factors that factor into the Grocery Demand analysis:

Low Access Score

A block group's Low Access Score represents the percent by which a block group's distance to the nearest supermarket must be reduced to equal the reference distance for that block group's population density and car ownership class. Low Access Scores indicate the degree to which residents are underserved by supermarkets. Residents of a block group with a higher Low Access Score must travel longer distances to access a supermarket than residents of block groups with lower Low Access Scores. Low Access Scores range from 0 to 100; block groups with a Low Access Score of 0 have a distance to the nearest supermarket that is less than or equal their population density and car ownership class's reference distance. The Low Access Score is particularly interesting in this analysis, as federal sources classify Julian's Market as a "Full-Service Grocery", rendering its associated Census Tract with a score of "0", although it is only providing 4,000 square feet of grocery space to the market place. This paints an incorrect picture of actual supply.

% No Vehicles

Represents the percentage of households with no vehicles. Vehicle access is a critical component in food access. It is particularly notable that 30%-50% of households in many of the Census Block Groups surrounding the project site have no vehicle ownership.

Distance from Full-Service

Represents the Census Block Group's distance to the nearest Full-Service Grocery Store. In USDA terms, low access is defined as being far from a supermarket, supercenter, or large grocery store. A census tract has low access status if a certain number of share of individuals in the tract live far from a supermarket. There are various measures for distance from a supermarket that this data uses. USDA's original Food Desert Locator defined low access as living 1 mile away from a supermarket in urban areas, and 10 miles away in rural areas. This study adds measures for 0.5 miles in urban areas, and 20 miles in rural areas. The EMA's total average distance from a Full-Service Grocery is 1.57 miles.

Distance to Northcott

Represents the Census Block Group's distance to the project site. The EMA's total average distance from the project site is 1.01 miles.

Jobs

Represents the total number of jobs within each Census Block Group. The EMA includes an employment headcount of approximately 12,272 jobs.

Population

Represents the total population within Each Census Block Group. The total number of people within the EMA is approximately 18,454.

Households

Represents the total population within Each Census Block Group. The total number of Households within the EMA is approximately 7,574.

EMA Increased Leakage

With the added Census Block Groups constituting the EMA, the total food demand leakage from resident spending increases from the $169,000 associated with Fairfield Neighborhood residents to $424,906 EMA-wide.

Employer Base

Employer Base

The EMA consists of 12,272 total jobs. Cabell-Huntington Hospital is Huntington's second largest employer with approximately 2,160 employees. Further, the new Marshall University pharmacy school is expected to employ 60 employees.

The immediate Fairfield Neighborhood itself possesses approximately 4,842 jobs and 93.9% of such jobs reside in firms that have operated for more than 10 years, outpacing the City Average (88.95%) and County Averages (86.05%). This illustrates strong employment stability in the area. Further business vacancy rates in the neighborhood are fairly low:

Business Vacancy Rates Q2 2019

	Vacancy Rate	Total Businesses
Fairfield	9.79%	245
Huntington	20.32%	2,623
Cabell County	15.46%	3,836

In addition to the EMA, Neighborhood and City, the Huntington (WV) - Ashland (KY) – Ironton (OH) Metropolitan Statistical Area (MSA) includes a strong base of regional employment. The table on the following page provides a list of large employment operations (over +250 employees) and mid-sized employment operations (50-249 employees):

Huntington (WV) - Ashland (KY) – Ironton (OH) Metropolitan Statistical Area (MSA)

+250 Employees	50-249 Employees
Cabell Huntington Hospital, Inc.	Calgon Carbon Corporation
St. Mary’s Medical Center, Inc.	Rubberlite
Marathon Petroleum Catlettsburg Refinery	Chapman Printing Company
Toyota Motor Manufacturing	Sunoco
Marshall University	J.F. Fletcher & Co.
Amazon WV Customer Service Center	Braskem American Inc.
Alcon Research, Ltd.	Kentucky Power
AT&T	Kentucky Electric Steel
Steel of West Virginia	Superior Marine Inc.
Huntington Allows Corporationn	Jennmar McSweeney
CSX	
Huntington Internal Medicine Group	
GC Services	
Allevard Sogefi USA, Inc.	
AK Steel	
Appalachian Power Company (John Amos Plant)	
InfoCision Management Corporation	
McGinnis Inc.	
King’s Daughters Regional Medical Center	

Additional Employer-Driven Customer Base

Marshall University Students

Marshall University has expressed willingness to cultivate partnerships to deliver adequate food choice to its student body. The EMA for this project includes both the Main Campus and the Pharmacy School. The Pharmacy School is located within the Fairfield Neighborhood and will serve as a major driver for student foot-traffic with approximately 300 students entering the building, directly across the street from the proposed grocery site, daily. Such partnerships from the University may include incorporating grocery spending into its student food service arrangements or food ID cards, allowing additional customer traffic from both main campus and the pharmacy school to provide benefits. This does not include the 60 jobs employed by the pharmacy school.

Cabell-Huntington Hospital

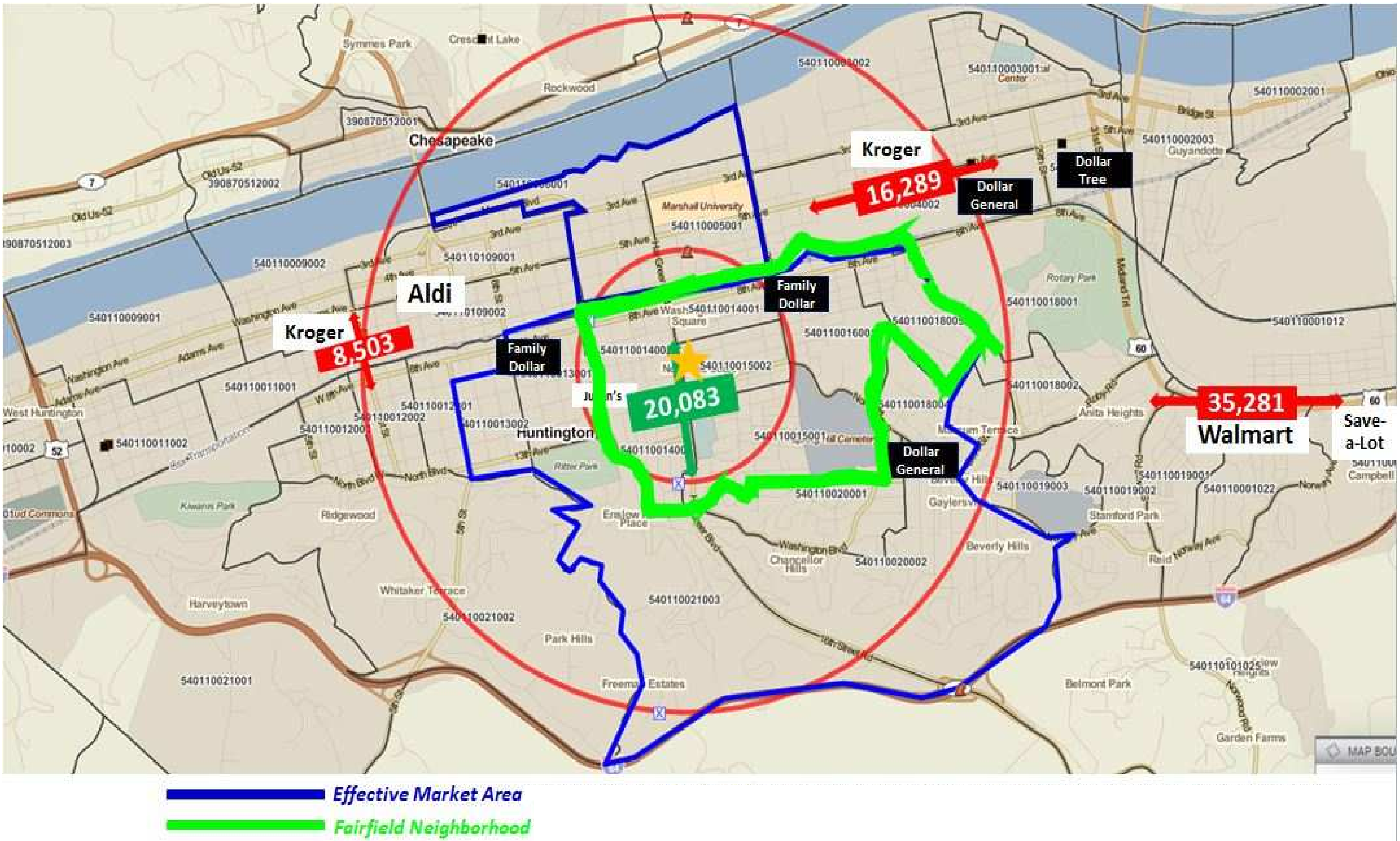
Similarly to the University, the hospital brings spending capacity from both its employees, with over 2,000 employees immediately south of the grocery site, but additionally its outpatient capacity of over 16,000 patients drive additional spending power. The hospital has expressed willingness to partner with programming to induce employee and out-patient spending to the grocery site.

On-site Development (New Resident Spending)

Co-located on the grocery site includes plans for both new multi-family apartment units and single-family homes, bringing direct onsite spending capacity from what is expected to be 85 new units. Assuming roughly 10-12% of average income is spent on food, the additional weekly spend could increase by approximately $5,000 weekly in onsite spending from nearby residents.

Competitive Food Supply

Competitive Food Supply Map (includes selected traffic counts)



Huntington Existing Grocery Brands

Brand	Address	City	State	Census Tract	Service Level	Type	Year	Square Feet	Built	In Fairfield?
Julians Market	1049 12th St	Huntington	WV	257013513	Full Service	Conventional	2016	4,074	1922	Y
Kroger Store	19 7th Ave W	Huntington	WV	257011734	Full Service	Conventional	2016	37,084	1986	N
Dollar General	2725 5th Ave	Huntington	WV	257021330	Limited Service	Dollar Store	2016	7,200	1995	N
Kroger Store	2627 5th Ave	Huntington	WV	257021328	Full Service	Conventional	2016	62,278	1990	N
Family Dollar	950 9th Ave	Huntington	WV	257012814	Limited Service	Dollar Store	2016	8,118	1994	N
Save A Lot	4341 Us Route 60	Huntington	WV	257052942	Full Service	Limited Assortment	2016	20,300	1961	N
Aldi Food Store	446 Adams Ave	Huntington	WV	257011143	Full Service	Limited Assortment	2016	15,960	1997	N
Downstreet	2349 Adams Ave	Huntington	WV	257041319	Limited Service	Superette	2016	3,744	1988	N
Walmart Supercenter	3333 Us Route 60	Huntington	WV	25705	Full Service	Supercenter	2016	209,559	2004	N
Dollar Tree	2957 5th Ave	Huntington	WV	257021407	Limited Service	Dollar Store	2016	16,761	1956	N
Family Dollar	2101 8th Ave	Huntington	WV	25703	Limited Service	Dollar Store	2016	17,040	2010	Y
Dollar General	318 Norway Ave	Huntington	WV	257051308	Limited Service	Dollar Store	2016	8,040	2014	N

Full Service Grocery Square Footage Per Capita

Huntington 7 sf per person

EMA: **0.29 sf per person**

	Population	Grocery SF (GSF) per Capita	Full-Service GSF	Full-Service GSF per Capita	Vehicles per Household	% Households with No Vehicles
Huntington Population	48,034	8.68	349,255	7.27	1.33	19.42%
Effective Market Area	14,061	3.23	4,074	0.29	1.10	17.20%

The map illustrated on page 33 illustrates a number of important considerations in understanding the project site and its surrounding environment. In addition to the EMA and Fairfield Neighborhood boundaries, the map includes a .5-mile radius and a 1.5-mile radius around the project site. Further, the map illustrates the locations of nearby Full Service and Limited Service locations. Within the nearby Full Service locations, Average Daily Traffic Counts (ADTC) are plotted along each street fronting these locations[4].

Following the map is a table of City of Huntington Full Service and Limited Service grocers, including square footage of each grocery building[5]. As noted, many federal sources, *including Nielsen TDLinx Grocery Retail Locations* classifies Julian's Market as a Full Service grocery store, painting the picture that the Fairfield Neighborhood and EMA are adequately served. However, this only provides 4,074 square feet of grocery space for 14,061 people. An additional table is provided using a metric of both "Grocery Square Footage (GSF) per Capita" and "Full Service GSF per Capita" was used to create an understanding of how much product and choice is available in the EMA. While the overall City of Huntington Full Service GSF per Capita was 7.27, the EMA's number was significantly, lower at 0.29.

In addition to GSF figures, vehicle ownership for the EMA and City are compared, and further, the percentage of households with no vehicles is provided. Census Block Groups further away from the Fairfield Neighborhood have less households without vehicles, which allows their further distances from the project site to be less burdensome in traveling to the site, especially when compared to alternative Full Service grocery locations.

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[4] *Source:* West Virginia Department of Transportation Division of Highways - Planning Division - Transportation Modeling & Analysis Unit - https://gis.transportation.wv.gov/aadt/

[5] *Source:* Cabell County Sheriff's Office; Cabell County Assessor - http://cabell.softwaresystems.com/index.html

Economics of Development

Huntington Kroger Parcels

Kroger 5th Avenue

Acreage	3.5500				
Land use	Supermarket	**Neighborhood**	102C	**Tax Class**	4
Appraised Bldg Val.	$1,255,400	**Appraised Land Val.**	$778,500	**Appraised Total Val.**	$2,033,900
Assessed Bldg Val.	$753,240	**Assessed Land Val.**	$467,100	**Assessed Total Val.**	$1,220,340
Homestead Value	$0.00	**Sq. Ft.**	62,278	**Year Built**	1990
Real Estate Taxes	$40,244				

Square Footage	62,278
Acreage	3.55
Cost per SF	$19.67
Land Cost per SF	$12.50
Land Cost per Acre	$219,295
R/E Taxes per SF	$0.64

Kroger 7th Avenue

Acreage	3.2700				
Landuse	Supermarket	**Neighborhood**	100C	**Tax Class**	4
Appraised Bldg Val.	$1,145,100	**Appraised Land Val.**	$427,300	**Appraised Total Val.**	$1,572,400
Assessed Bldg Val.	$687,060	**Assessed Land Val.**	$256,380	**Assessed Total Val.**	$943,440
Homestead Value	$0.00	**SqFt**	37,084	**Year Built**	1986
Real Estate Taxes	$31,113				

Square Footage	37.084
Acreage	3.27
Building Cost per SF	$30.87
Land Cost per SF	$11.52
Land Cost per Acre	$130,672
R/E Taxes per SF	$0.84

Model Proforma

Developer Model		
Store Size		20,000
Construction Cost/SF	$	150.00
Total Costs	$	3,000,000
Land Area		40,000
Land Costs per SF	$	12.76
Land Costs per SF	$	510,400
Development Costs	$	3,510,400
Assessment	$	2,106,240
R/E Taxes	$	69,460
With R/E Taxes	$	3,579,860
Housing Authority R/E Exemption	$	-
Total Development Costs	$	3,579,860
Return on Cost		8%
Annual Required Rent	$	286,389
Required Sales/SF	$	14.32
Available Weekly Leakage Revenues	$	424,906
Weekly Rent	$	5,507
Rent as a % of Sales		1.296%

Sample Brands and Weekly Revenues

Brand	Annual	Weekly
Amazon (Whole Foods)	$ 57,464,213	$ 1,105,081
Kroger	$ 42,368,897	$ 814,786
Publix	$ 30,016,502	$ 577,240
Trader Joe's	$ 28,467,742	$ 547,457
Giant Eagle	$ 21,241,050	$ 408,482
Key Food Stores Co-operative	$ 10,178,571	$ 195,742
Aldi	$ 9,887,339	$ 190,141
Save-A-Lot	$ 3,154,952	$ 60,672
Dollar General	$ 1,289,881	$ 24,805
Dollar Tree	$ 916,179	$ 17,619

Takeaways:

- A rule of thumb in the grocery industry is anywhere from 3.5% to 4% of sales paid toward rents.
- If the Developer desired a return on cost of 8%, it would demand weekly rents of $280,000. This represents approximately 3.182% of sales paid toward rents using potential Fairfield Neighborhood revenues alone.
- Expanding the sales base to the "EMA" drops the percentage to 1.29%.
- For purposes of this study, typical grocery equipment is expected to add $5 per square foot to the development cost.

The Model Proforma is meant to create an understanding of what basic development costs could look like at the project site. This is to act as decision support for a grocery operator and/or policy makers in determining cost burdens and potential incorporation of public incentives to drive costs down.

Pro Forma

The present value of the property tax exemption is approximately $536,000. over a 10-year period. This represents the annual value once fully-build-out

Developer Model			
Store Size		20,000	
Construction Cost/SF	$	150.00	Includes grocery equipment
Total Costs	$	3,000,000	
Land Area		40,000	
Land Costs per SF	$	12.76	
Land Costs per SF	$	510,400	
Development Costs	$	3,510,400	
Assessment	$	2,106,240	
R/E Taxes	$	69,460	
With R/E Taxes	$	2,979,860	
Housing Authority R/E Exemption	$	(69,460)	Decreases rent costs by $0.27 per sf
w/ Grant	$	(600,000)	Decreases rent costs by $4.80 per sf
Total Development Costs	$	2,310,400	
Return on Cost		8%	The required rents in order for the developer to achieve its required rate of return.
Annual Required Rent	$	184,832	
Required Sales/SF	$	9.24	
Available Weekly Leakage Revenues	$	424,906	The goal is for resident revenue (grocer operator sales) to exceed the Developer's required rents to achienve a desired return
Weekly Rent	$	3,554	
Rent as a % of Sales		0.837%	

Incenting the Proforma

No Incentives		
Store Size		20,000
Construction Cost/SF	$	150.00
Total Costs	$	3,000,000
Land Area		40,000
Land Costs per SF	$	12.76
Land Costs per SF	$	510,400
Development Costs	$	3,510,400
Assessment	$	2,106,240
R/E Taxes	$	69,460
With R/E Taxes	$	3,579,860
Housing Authority Exemption	$	-
Total Development Costs	$	3,579,860
Return on Cost		8%
Annual Required Rent	$	286,389
Required Sales/SF	$	14.32
Available Weekly Leakage Revenues	$	424,906
Weekly Rent	$	5,507
Rent as a % of Sales		1.296%

With Property Tax Exemption		
Store Size		20,000
Construction Cost/SF	$	150.00
Total Costs	$	3,000,000
Land Area		40,000
Land Costs per SF	$	12.76
Land Costs per SF	$	510,400
Development Costs	$	3,510,400
Assessment	$	2,106,240
R/E Taxes	$	69,460
With R/E Taxes	$	3,579,860
Housing Authority Exemption	$	(69,460)
Total Development Costs	$	3,510,400
Return on Cost		8%
Annual Required Rent	$	280,832
Required Sales/SF	$	14.04
Available Weekly Leakage Revenues	$	424,906
Weekly Rent	$	5,401
Rent as a % of Sales		1.271%

With Property Tax Exemption, HFFI Grant		
Store Size		20,000
Construction Cost/SF	$	150.00
Total Costs	$	3,000,000
Land Area		40,000
Land Costs per SF	$	12.76
Land Costs per SF	$	510,400
Development Costs	$	3,510,400
Assessment	$	2,106,240
R/E Taxes	$	69,460
With R/E Taxes	$	2,979,860
Housing Authority R/E Exemption	$	(69,460)
w/ Grant	$	(600,000)
Total Development Costs	$	2,310,400
Return on Cost		8%
Annual Required Rent	$	184,832
Required Sales/SF	$	9.24
Available Weekly Leakage Revenues	$	424,906
Weekly Rent	$	3,554
Rent as a % of Sales		0.837%

Economic Incentives & Funding Opportunities

Economic Incentives & Funding Opportunities

Healthy Foods Finance Initiative Grant

Funding for the HFFI grants program is supported by the United States Department of Agriculture (USDA), authorized by the 2014 Farm Bill. Managed by Reinvestment Fund, the program offers financial resources and expertise to eligible healthy food retail projects to expand access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities.

To be eligible for assistance, healthy food retail projects must: 1) plan to expand or preserve the availability of staple and perishable foods in underserved areas with low and moderate-income populations; and 2) accepts or plans to accept benefits under the supplemental nutrition assistance program (SNAP).

Financial assistance awards are available through a competitive application process to eligible fresh food retailers to overcome the higher costs and initial barriers to entry in underserved areas. The program aims to support innovations in fresh food retail and could assist projects with a variety of aspects of store development, renovation, and expansion, including predevelopment and store improvements. Technical assistance awards will provide selected projects with managerial, financial or operational consultation, as well as marketing and feasibility studies. Technical assistance is available for early stage work where resources would help clarify and support the development of a healthy food access project in an underserved area. While this program may offer grants, the Reinvestment Fund provides low-interest loans and other sources of financing for project delivery and operations.

Example Grantees:

East Bay Asian Local Development Corporation (EBALDC) - $750,000 Community Economic Development Healthy Food Financing Initiative (CED-HFFI) grant to help establish a full-service grocery store within walking distance to four low-income census tracts and a U.S. Department of Agriculture designated Food Desert in West Oakland. Leveraging a total of $6,228,655 in nonfederal funds, this project will create 30 full-time jobs, 75% of which will be filled by individuals with low-income.

Northwest Jacksonville Community Development Corporation (NJCDC) - $800,000 in CED-HFFI funds to invest in the development of North Point Two Grocery store in Jacksonville, Florida. The neighborhood in Jacksonville where this project is located is a designated food desert that lacks access to fresh, healthy food due to economic challenges, lack of transportation to grocery stores, and the absence of grocery stores in the community. The site will house 16,500 square feet of retail operations – the grocery store will be the anchor tenant. The supermarket will include a full a deli, a produce area with a specific emphasis on locally grown and organic fruits and vegetables, and prepared meals. The store will also conduct community workshops and cooking demonstrations to aid residents in making healthy food choices. The project will create 44 full-time jobs, 75% of which will be filled by low-income community residents.

Stafford County Economic Development (SCED) - $780,800 to acquire a previously developed land parcel and facilitate the development of a 14,000 square foot supermarket in the food desert area of Saint John, Kansas. This facility will include a full-service grocery store including delicatessen and convenience items, pharmacy, fuel station, and community meeting area. Residents will have access to healthy food items in a once vacant food desert created in 2016 by the closure of its only grocery store. SCED will also partner with Stakeholder Task Force and Workforce One, to address the barriers to employment for underserved and isolated residents, improve local employment options, and provide opportunities for training, language assistance, childcare, and upward mobility in career paths. SCED will create 31 full-time jobs in a stable and viable industry, making it one of the largest employers in the target area and a significant contributor to the local economic base.

Community Ventures Corporation (CVC) $800,000 for a revolving loan fund with Good Foods Co-Op, a locally-owned and operated cooperative grocer in central Kentucky. Good Foods will use loan proceeds to fund the opening of a 9,000 square foot grocery store to provide healthy, affordable food options in a food desert. The loan will finance initial operating expenses. The proposed project will create 40 jobs, and 75% of the jobs will be for individuals with low-income.

Lifestyles of Maryland, Inc. (Lifestyles) $600,000 to create the Mobile Food Markets of Southern Maryland, an innovative food retail venture that will eliminate three food deserts in rural Southern Maryland. Focusing on an area where the average distance to a grocery store is 7-20 miles, Lifestyles will sell fresh fruit, vegetables, dairy products, breads and cereals. This project will also include a food delivery service for disabled and elderly populations who cannot access the Mobile Markets. Not only will the Mobile Markets address food insecurity in Southern Maryland, but will also provide access to farm fresh food choices and a new genre of food shopping to average consumers. This project will create 24 new full-time jobs for TANF and low-income individuals.

Microenterprise Council of Maryland (MCM) $800,000 in CED funds for the development of a 19,500 square foot organic grocery store in Baltimore, Maryland. The grocery store will anchor a major development project that includes retail and housing in this once thriving community. It is located along a major corridor and at a site easily accessible by the immediate and local communities. The company's expansion will create 54 jobs in manufacturing, assembly, sales, and administration.

Action for a Better Community, (ABC) $748,436 to support the development of a 20,000 square foot grocery store in a section of the City of Rochester, New York, that is designated as a food desert by the USDA. ABC will provide a low interest loan to Constantino's Market, a family-owned and operated grocery business, for necessary start-up costs. This project is part of a major mixed-use redevelopment project led by the University of Rochester to create an urban village center, spur economic development, and keep residents and goods and services within the city limits. The jobs created by this project do not require advanced educational levels and are appropriate for low-income unemployed residents, including TANF recipients. This project will create 30 new full-time jobs for low-income individuals.

Tremont West Development Corporation (TWDC) $742,699 in CED-HFFI funding to help establish a 12,600 square foot grocery store in the central Tremont neighborhood of Cleveland, Ohio, a designated food desert. TWDC will provide a low-interest loan to Constantino's Market, a family-owned and operated grocery business, for build-out and start-up costs. The project will create 30 new full-time, full-year grocery jobs[6].

Federal New Markets Tax Credit

The program provides investors, such as banks, insurers, investment funds, corporations, and individuals with credits against federal income tax in return for new investments in eligible businesses and commercial and community projects in low-income areas. Put in simplistic terms, the Developer of a qualified project can receive 20% of its investment back.

Food deserts are defined by New Markets Tax Credit (NMTC) terms as areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk, and other foods that make up the full range of a healthy diet. Limited access to affordable, healthier foods is one factor driving negative health outcomes in many communities.

The other defining characteristic of food deserts is socioeconomic: that is, they are most commonly found in low-income areas. That's where the NMTC can help. Since 2003, the NMTC has financed 276 of grocery stores, farmers' markets, food delivery services, food banks, and other projects expanding access to food in underserved areas.

Local Incentives

The State of West Virginia and the Huntington area offer low-cost financing, tax credits, and other potential assistance HADCO is capable of the lease and purchase arrangements to fit specific requirements.

[6] https://www.acf.hhs.gov/ocs/programs/ced/ced-grantees

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Appendices

1. Data Methodology
2. Super Market 75
3. Supply, Demand and Leakage Maps
4. Huntington Choice Neighborhoods Grant Materials

Data Methodology

Private Grocery Data Utilization

The existing conditions analysis utilizes The Nielsen TDLinx database, which provides universal coverage and unique codes for every store in retail trade channels and for every outlet in on-premise trade channels. Available on PolicyMap are grocery stores (i.e., stores in the TDLinx grocery trade channel, as well as dollar stores from the mass merchandiser channel), including their name, address, Reinvestment Fund-defined service level (i.e., full-service or limited-service), and store type.

The points displayed on PolicyMap for a given year represent the stores that were open at any point during that year, as calculated by Reinvestment Fund using TDLinx data.

Reinvestment Fund classifies conventional supermarkets, limited-assortment supermarkets, natural/gourmet supermarkets, supercenters, and warehouse grocery stores with at least 5,000 square feet selling space as full service. Reinvestment Fund manually validated stores of these types with less than 5,000 square feet selling space to confirm that they offer a full range of fresh and healthy foods; stores that do offer a full range of fresh and healthy foods, and stores for which it was not possible to make a determination, are classified as limited-service. Superettes and dollar stores are classified as limited-service because a review of relevant research shows that they generally offer a narrower variety of fresh and healthy foods at generally higher prices than do supermarkets. Conventional club stores are classified as limited-service because they require paid memberships. Military commissaries are classified as limited-service because they are not open to the public.

Store types presented on PolicyMap are derived from Nielsen TDLinx sub-channels. Nielsen TDLinx uses official industry-standard definitions for each trade channel and sub-channel when available and rigorous developed definitions when not. Industry endorsement and support of these definitions has come from Trade Associations like The Food Marketing Institute (FMI), Grocery Manufacturers of America (GMA), and National Association of Convenience Stores (NACS), as well as Trade Publications like Convenience Store News and Progressive Grocer. Nielsen store type definitions and example stores are provided below:

Conventional Supermarket - A conventional supermarket is a traditional full-line, self-service grocery store with annual sales volume of $2 million or more. This definition applies to individual stores regardless of total company size or sales, and therefore includes both chain and independent locations. Examples: Kroger, Food Lion, IGA, Cub Foods

Limited Assortment Supermarket A limited assortment supermarket has a limited selection of items in a reduced number of categories. These stores typically offer everyday low pricing. Principal differentiation from a conventional supermarket is often in the reduced size and completeness of produce and non-food categories such as Health and Beauty Care (HBC), cleaning supplies, paper products and general merchandise products. A limited assortment supermarket has few, if any, full service departments, and less product variety and customer service than a conventional supermarket. Limited Assortment stores will occasionally have an annual sales volume of less than $2MM. Examples: Aldi Food Store, Save A Lot

Natural/Gourmet Supermarket A natural or gourmet foods supermarket is a self-service grocery store primarily offering natural, organic, or gourmet foods. These stores will either focus product offerings around healthy living with fresh produce and natural products, or around gourmet food preparations with upscale oils, spices, cheeses, meats and produce. Natural/gourmet foods supermarkets typically have expanded fresh foods departments and/or prepared food selections. These supermarkets also typically have a limited, if any, health and beauty care and general merchandise selection. A Natural/Gourmet supermarket does not have over 50% of product offerings in one category, as is the case with traditional butcher shops, delis, produce stands, or nutritional supplement stores. Natural/Gourmet stores will occasionally have an annual sales volume of less than $2MM. Examples: Trader Joes, Whole Foods, Dean & DeLuca. Note: Ethnic supermarkets do not qualify as Natural/Gourmet Foods supermarkets.

Supercenter A supercenter is a retail unit with a full-line supermarket and a full-line discount merchandiser under one roof. It may have separate or combined checkouts. Examples: Wal-Mart Supercenter, Meijer Supermarket

Warehouse Grocery

A warehouse store is a grocery store with limited service that eliminates frills and concentrates on price appeal. Items are displayed for sale in their original shipping carton rather than placed individually on shelves. This type of store also sells bulk food and large size items. In addition, these stores frequently act as suppliers to smaller food stores and often derive as much revenue from wholesale activities as they do from retail. Warehouse stores will occasionally have an annual sales volume of less than $2MM. Examples: Cash & Carry, Smart & Final

Conventional Club Stores

Conventional club stores include membership club stores distributing packaged and bulk foods and general merchandise. They are characterized by high volume on a restricted line of popular merchandise in a no frills environment. The average club stocks approximately 4,000 SKUs, 40 percent of which are grocery items. Examples: BJ’s, Sam’s Club

Military Commissary

A superette is a conventional grocery store with an annual sales volume between $1 million and $2 million. Typically superettes are independent, but many are affiliated with groups like IGA, Inc. Examples: IGA, Maynards, La Michoacana, Select Markets

Dollar Store

A dollar store is one that focuses on fast turnover of inexpensive consumables including health and beauty care, cleaning supplies, dry foods and candy, as well as toys, housewares, home decor, party goods, pet foods, stationery and school supplies. Most merchandise is priced below $10 with no merchandise over $20. The most common price point is $1.00. The typical size of a Dollar Store is between 3,000 and 30,000 selling square feet. Only major chains are represented in this channel, as there are many independently owned and operated Dollar Stores. Examples: Family Dollar, Dollar General

Grocery Conditions Terminology

Car Density. The population density and car ownership classification, as of 2016. The class to which a block group is assigned is based on its population density and its percent of households with no motor vehicle. Population density is calculated as people per square mile of populated land area. Water area and land area with no population is excluded. Population data is from the 2010 Decennial Census (for year 2001) or the American Community Survey 5-Year Estimates (for years 2011 through 2016). Land area is from the U.S. Census Bureau's 2010 TIGER/Line Shapefiles. Percent of households with no motor vehicle for all years 2010 through 2016 is from the American Community Survey 5-Year Estimates.

The Low Access Score as of 2016. A block group's Low Access Score represents the percent by which a block group's distance to the nearest supermarket must be reduced to equal the reference distance for that block group's population density and car ownership class. Low Access Scores indicate the degree to which residents are underserved by supermarkets. Residents of a block group with a higher Low Access Score must travel longer distances to access a supermarket than residents of block groups with lower Low Access Scores. Low Access Scores on PolicyMap range from 0 to 100; block groups with a Low Access Score of 0 have a distance to the nearest supermarket that is less than or equal their population density and car ownership class's reference distance.

Limited Supermarket Access (LSA) area status as of 2016. The LSA area Status refers to whether a block group is part of a Limited Supermarket Access area. Residents of LSA areas travel farther to reach supermarkets than residents of non-LSA areas within the same population density and car ownership class. LSA areas are composed of contiguous block groups with a Low Access Score of 45 or greater and a combined population of 5,000 people. Low Access Scores are defined as the percent by which a block group's distance to the nearest supermarket must be reduced to equal the reference distance for the block group's population density and car ownership class. The reference distance is the typical distance that residents of well-served block groups within that class must travel to the nearest supermarket.

Estimated annual demand for retail food (i.e., groceries) in dollars as of 2016. Estimates are derived from counts or estimates of households, estimates of household income, and estimated percents of household income spent on food to be prepared at home. These household-level estimates are aggregated to the block group level. Estimates are rounded to the nearest $1,000.

Estimated annual supply of retail food (i.e., groceries) in dollars as of 2016. Estimates are derived from weekly all-commodity volume (ACV) estimates from the Nielsen TDLinx database for grocery stores open in 2016. Because not all goods sold at grocery stores are food, the ACV was adjusted by store type-specific multipliers reflecting the typical share of each store type's ACV that comes from retail food. All store types are included, not just those defined as supermarkets. These store-level estimates are aggregated to the block group level. Estimates are rounded to the nearest $1,000.

Estimated grocery retail leakage amount in dollars as of 2016. Leakage is a measure of need; block groups with greater amounts of leakage are less well-served by food retailers, both supermarkets and other grocery stores. The leakage amount is the annual demand for retail food (i.e., groceries) that cannot be met locally, at either supermarkets or other stores, and so "leaks" to other areas. "Locally" is defined as within the reference distance of the block group, according to its population density and car ownership class. The reference distance is the typical distance that residents of well-served block groups within that class must travel to the nearest supermarket. Estimates are rounded to the nearest $1,000.

Low Income and Low Access status, as of 2015. Includes low-income tracts with at least 500 people or 33 percent of the population living more than .5 miles (in urban areas) or more than 10 miles (in rural areas) from the nearest supermarket, supercenter, or large grocery store. A low-income tract has a poverty rate of greater than 20 percent, has a median family income (MFI) of less than or equal to 80 percent of the state-wide MFI, or is in a metropolitan area and its MFI is less than or equal to 80 percent of the metropolitan Tracts for where no data were available are labeled "Insufficient Data" on the map.

Rate of establishments in the Limited-Service Restaurants industry per 100,000 people in 2016.
According to the Census: "This U.S. industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages." The NAICS code for this industry is 722513. Prior to 2016, it was 722211. Population data are from the 2016 ACS and zip code population data were calculated by PolicyMap. Any area for which the number of establishments is not available is displayed as having Insufficient Data

Super Market 75

Methodology

The Supermarket News Top 75 annually looks at the consumables business and store counts of 75 of the largest supermarket and nontraditional retailers and wholesalers in the United States and Canada in an effort to show retailing industry progress in those markets.

Continuing in 2019 is the presentation of most sales or revenue figures rounded to tens of millions of dollars. However, about 15% of the sales or revenue figures shown remain rounded to hundreds of millions of dollars because the reporting companies provided them in that form or because Supermarket News estimating models at the time of the latest research cycle lacked sufficient information to confidently model down to tens of millions of dollars. These numbers are noted accordingly. Given the Top 75's format of showing mostly estimated or projected sales and store counts for the latest year, the comparisons and change metrics shown should not be viewed as precise data points on which to closely judge each company or the industry.

Rather, they are intended more as indicators of a direction a company or the industry appeared headed at a particular point in time. Because of the broad range of organizations included in the Top 75, the type of "sales" estimated or the meaning of "sales" reported can differ by company.

For example, pure-play supermarket operators may report net sales rung through the register, while some wholesalers, such as Associated Wholesale Grocers Inc., share information about revenue from the sale of supplies to store operators and, if applicable, retail sales from their own stores. Still, other groups, like the Key Food Stores Co-Operative Inc., make public the aggregate retail sales of member stores.

The word "consumables," too, may have a different meaning by company. While sales from fuel operations are included in the total figures for some supermarket groups, fuel sales, where identifiable, are excluded from "consumables" numbers shown for nontraditional retailers, such as Costco. This is because players such as Costco are included in the report to illustrate their impact in the grocery-and-household-supplies world critical to supermarkets. And similar considerations are behind the treatment of prescription drug sales, which may be included in the results of companies whose primary business is in supermarkets, but are excluded from results for drugstore chains, whose "frontstore" business is believed to be of most interest to core Supermarket News users.

In estimating results for non-reporting companies, or full-year results for reporting companies that did not complete their latest fiscal years as of the end of the latest Top 75 research cycle, a variety f resources is considered. They include records of historical performance, year-to-date reports and guidance from publicly traded companies and guidance from some private companies; research reports and analysis of public companies by third parties, such as RBC Capital Markets LLC and Wolfe Research LLC; the input of other research organizations, such as Edge by Ascential; Supermarket News coverage of featured company executives, overall and segment market trends and insights from third-party researchers, analysts and consulting companies, such as Strategic Resource Group; and government reports, such as those around changes or forecasts in the Producer Price Index and Consumer Price Index for food at home.

The timing of the Top 75 means the majority of latest-year data will be updated in the following year's Top 75.

SALES CHANGE

SALES % CHG 2018-19	SALES RANK 2018-19	COMPANY	SALES % CHANGE 2018-19 vs. 17-18*	SALES % CHANGE 2017-18 vs. 16-17*
1	10	AMAZON.COM	96.5%	130.6%
2	53	BODEGA LATINA CORP. (GRUPO COMERCIAL CHEDRAUI S.A.B. DE C.V.)	60.4%	4.5%
3	22	ALIMENTATION COUCHE-TARD INC.	13.3%	21.4%
4	34	SPROUTS FARMERS MARKET INC.	12.0%	15.1%
5	24	UNITED NATURAL FOODS INC.	10.4%	9.4%
6	14	DOLLAR GENERAL CORP.	9.8%	7.4%
7	47	KEY FOOD STORES CO-OPERATIVE INC.	9.6%	-1.9%
8	53	GROCERY OUTLET INC. (HELLMAN & FRIEDMAN LLC)	9.3%	7.4%
9	18	7-ELEVEN INC. (SEVEN & I HOLDINGS CO. LTD.)	9.2%	2.7%
9	17	ALDI INC. (USA)	9.2%	18.0%
9	3	COSTCO WHOLESALE CORP.	9.2%	5.3%
9	23	METRO INC.	9.2%	3.0%
13	32	WINCO FOODS LLC	8.7%	9.2%
14	73	FESTIVAL FOODS (SKOGEN'S FOODLINER INC.)	7.0%	9.9%
15	34	MARATHON PETROLEUM CORP.	6.7%	-2.2%
16	39	SAVE-ON-FOODS LP	6.2%	5.8%
17	28	WEGMANS FOOD MARKETS INC.	5.9%[a]	2.4%[a]
18	64	AFFILIATED FOODS INC.	5.6%	-4.0%
18	68	ROUSES ENTERPRISES LLC	5.6%	21.6%
20	6	PUBLIX SUPER MARKETS INC.	5.3%	1.6%
21	8	TARGET CORP.	4.9%	1.1%
22	71	VALLARTA SUPERMARKETS INC.	4.7%	2.9%
23	38	STATER BROS. MARKETS	4.1%	1.6%
23	20	TRADER JOE'S CO.	4.1%	3.2%
25	50	K-VA-T FOOD STORES INC.	3.7%	1.7%
25	37	SMART & FINAL STORES INC.	3.7%	5.3%
27	1	WALMART INC.	3.6%	3.3%
28	59	99 CENTS ONLY STORES LLC	3.3%	11.7%
29	45	RALEY'S	3.1%[a]	0.0%[a]
30	75	LOWE'S MARKET (PAY AND SAVE INC.)	3.0%	0.0%
31	16	SOBEYS INC. (EMPIRE CO. LTD.)	2.9%	1.7%
32	58	SAKER SHOPRITES INC.	2.7%	2.2%
33	51	BROOKSHIRE GROCERY CO.	2.6%	10.5%
34	11	WALGREENS BOOTS ALLIANCE INC.	2.4%	-2.2%
34	61	WOODMAN'S FOOD MARKET INC.	2.4%	0.0%
36	40	INGLES MARKETS INC.	2.3%	5.3%
36	60	SUPERIOR GROCERS	2.3%	1.2%
38	13	CVS HEALTH CORP.	2.2%	-2.0%
39	21	DOLLAR TREE INC.	2.1%	7.5%
40	36	DEMOULAS SUPER MARKETS INC.	2.0%[a]	4.2%[a]
40	25	HY-VEE INC.	2.0%[a]	2.0%[a]
42	5	AHOLD DELHAIZE	1.9%	27.1%
42	46	HOUCHENS INDUSTRIES	1.9%	0.0%
42	74	NORTHGATE GONZALEZ MARKETS LLC	1.9%	1.0%
45	15	MEIJER INC.	1.6%	6.2%
45	19	WAKEFERN FOOD CORP.	1.6%	1.7%
47	66	COBORN'S INC.	1.4%	0.0%
48	27	BJ'S WHOLESALE CLUB HOLDINGS INC.	1.2%	0.7%
49	12	H-E-B	1.1%	6.9%
50	57	BIG Y FOODS INC.	1.0%	12.6%
51	44	WEIS MARKETS INC.	0.9%	10.5%
52	68	FAREWAY STORES INC.	0.8%[a]	0.0%[a]
52	70	INSERRA SUPERMARKETS INC.	0.8%	-3.8%
54	65	BASHAS' INC.	0.7%	-1.4%
54	67	PIGGLY WIGGLY MIDWEST	0.7%	-0.7%
56	4	ALBERTSONS COS. INC.	0.6%	0.4%
56	63	VILLAGE SUPER MARKET INC.	0.6%	-1.8%
58	9	C&S WHOLESALE GROCERS	0.4%	0.2%
59	7	LOBLAW COS. LTD.	0.1%	0.5%
60	55	ALEX LEE INC.	0.0%[a]	4.8%[a]
60	56	ASSOCIATED FOOD STORES	0.0%	1.9%
60	72	BROOKSHIRE BROTHERS	0.0%	-0.9%
60	29	GIANT EAGLE	0.0%[a]	0.0%[a]
60	48	SCHNUCK MARKETS INC.	0.0%[a]	0.0%[a]
65	31	SPARTANNASH CO.	-0.6%	5.2%
66	43	PRICE CHOPPER/MARKET 32 (THE GOLUB CORP.)	-0.8%	0.0%
67	26	ASSOCIATED WHOLESALE GROCERS	-1.0%	5.7%
68	2	THE KROGER CO.	-1.2%	5.5%
69	49	TOPS MARKETS LLC (TOPS MARKETS CORP.)	-1.5%	1.5%
70	52	BOZZUTO'S INC.	-1.7%	5.0%
70	62	THE FRESH MARKET INC. (APOLLO GLOBAL MANAGEMENT LLC)	-1.7%	-3.3%
72	41	THE SAVE MART COMPANIES	-2.4%[a]	-2.4%[a]
73	42	SAVE-A-LOT (ONEX CORP.)	-9.2%	1259.4%
74	30	SOUTHEASTERN GROCERS LLC	-15.7%	-5.7%
75	33	RITE AID CORP.	-29.8%	-10.8%
		AVERAGES:	4.4%	22.1%
		AVERAGES HIGH/LOW OUT:	3.8%[b]	5.6%[b]

* CHANGES BASED ON SALES – INCLUDING CONSUMABLES-ONLY SALES FOR BROADLINE RETAILERS – FOR FISCAL YEARS ENDING ON OR BEFORE JUNE 30, 2019, WHICH MAY HAVE BEEN ESTIMATES BY *SUPERMARKET NEWS* OR REPORTING COMPANIES COMPARED WITH SALES FOR THE PRECEDING FISCAL PERIOD, WHICH ALSO MAY HAVE BEEN ESTIMATED. a = CHANGE BASED ON REPORTED OR ESTIMATED DOLLAR AMOUNT ROUNDED TO NEAREST HUNDRED MILLION DOLLARS. b = TO REDUCE THE AVERAGE-SKEWING IMPACT OF EXTRAORDINARY EVENTS, THE RESULTS OF ENTITIES WITH THE LARGEST PERCENT-CHANGE GROWTH AND DECLINE WERE ELIMINATED BEFORE YEAR-OVER-YEAR CHANGES WERE AVERAGED.
SOURCE: NRN RESTAURANT & FOOD GROUP RESEARCH

SALES OVERVIEW

SALES RANK 2018-19	SALES RANK 2017-18	COMPANY	SALES (billions $ U.S.) 2018-19**	SALES (billions $ U.S.) 2017-18***	FISCAL YEAR-END	BRANDS/CONCEPTS
37	37	SMART & FINAL STORES INC.	$4.74	$4.57	Dec.	Smart & Final, Smart & Final Extra!, Smart Foodservice
38	39	STATER BROS. MARKETS [28]	4.52	4.34	Sept.	Stater Bros. Markets
39	41	SAVE-ON-FOODS LP [29]	4.29[a]	4.04[a]	Dec.	Save-On-Foods, Urban Fare, PriceSmart Foods, Bulkley Valley Wholesale
40	42	INGLES MARKETS INC. [30]	4.09	4.00	Sept.	Ingles, Sav-Mor
41	40	THE SAVE MART COMPANIES	4.00[b]	4.10[b]	Dec.	Save Mart, Lucky, Lucky California, FoodMaxx, S-Mart, MaxxValue
42	38	SAVE-A-LOT (ONEX CORP.) [31]	3.95	4.35	Dec.	Save-A-Lot
43	43	PRICE CHOPPER/MARKET 32 (THE GOLUB CORP.)	3.76	3.79	April	Price Chopper, Market 32, Market Bistro
44	44	WEIS MARKETS INC. [32]	3.50	3.47	Dec.	Weis Markets
45	45	RALEY'S	3.30[b]	3.20[b]	June	Raley's, Bel Air Markets, Nob Hill Foods, Food Source/Sak n Save, Market 5-one-5
46	46	HOUCHENS INDUSTRIES	3.18	3.12	Sept.	Save-A-Lot, Food Giant, Pic N Save, Mad Butcher, Piggly Wiggly, Market Place, Sureway, Big Star, Greenwood Market Place, Cash Saver, Hank's Markets, IGA, price Le$$ foods, Jr. Food, Sheldon's Express Pharmacy
47	49	KEY FOOD STORES CO-OPERATIVE INC. [33]	2.85	2.60	April	Key Food, Food Universe, The Food Emporium, SuperFresh, Food Dynasty, Marketplace, Gala Fresh Farms, Vitelio's Marketplace, Brooklyn Fare, Holiday Farms, Manor Market, Food World, Tropical, Windsor Farms Market, 55 Fulton Market, Locust Valley Market, Urban Market, Key Fresh & Natural
48	47	SCHNUCK MARKETS INC. [34]	2.70[b]	2.70[b]	Sept.	Schnucks, Shop 'n Save
49	48	TOPS MARKETS LLC (TOPS MARKETS CORP.) [35]	2.60	2.64	Dec.	Tops Friendly Markets, Orchard Fresh
50	50	K-VA-T FOOD STORES INC.	2.54	2.45	Dec.	Food City, Super Dollar Discount Foods
51	51	BROOKSHIRE GROCERY CO. [36]	2.38	2.32	Sept.	Brookshire's Food Stores, Super 1 Foods Stores, Spring Market, Fresh by Brookshire's, Express Lane, Zippy B
52	52	BOZZUTO'S INC. [37]	2.26	2.30	Sept.	Bozzuto's wholesale distribution, Intercontinental Holding Co. (Adams Hometown Market, Better Val-U Supermarkets, Tri-Town Foods, Jerry's Supermarket)
53	66	BODEGA LATINA CORP. (GRUPO COMERCIAL CHEDRAUI S.A.B. DE C.V.) [38]	2.23[a]	1.39[a]	Dec.	El Super, Fiesta Mart
53	55	GROCERY OUTLET INC. (HELLMAN & FRIEDMAN LLC)	2.23	2.04	Dec.	Grocery Outlet Bargain Market
55	53	ALEX LEE INC.	2.20[b]	2.20[b]	Sept.	Lowes Foods, Just$ave, Merchant Distributors Inc.
56	54	ASSOCIATED FOOD STORES [39]	2.11	2.11	Dec.	Macey's, Fresh Market, Dan's Fresh Market, Lin's Fresh Market, Dick's Fresh Market
57	56	BIG Y FOODS INC.	1.98	1.96	Dec.	Big Y Supermarkets, Big Y Express (fuel and c-store), Table & Vine Fine Wines and Liquor, Fresh Acres Market
58	57	SAKER SHOPRITES INC.	1.91	1.86	Oct.	ShopRite, Dearborn Market & Garden Center
59	58	99 CENTS ONLY STORES LLC [40]	1.87*	1.81*	Jan.	99 Cents Only
60	59	SUPERIOR GROCERS	1.79	1.75	Dec.	Superior Grocers
61	61	WOODMAN'S FOOD MARKET INC.	1.74[b]	1.70[b]	Sept.	Woodman's Markets
62	59	THE FRESH MARKET INC. (APOLLO GLOBAL MANAGEMENT LLC) [41]	1.72	1.75	Jan.	The Fresh Market
63	62	VILLAGE SUPER MARKET INC.	1.61	1.60	July	ShopRite
64	63	AFFILIATED FOODS INC.	1.52	1.44	Sept.	
65	63	BASHAS' INC.	1.45	1.44	Dec.	Bashas', Eddie's Country Store, AJ's Fine Foods, Food City, Bashas' Diné
66	65	COBORN'S INC. [42]	1.42	1.40	Dec.	Coborn's, Hornbacher's, Coborn's Express, Cash Wise Foods, Save-A-Lot, Little Duke's, Holiday Station, Ace Hardware, Subway
67	66	PIGGLY WIGGLY MIDWEST	1.40	1.39	Dec.	Piggly Wiggly, Butera Market
68	68	FAREWAY STORES INC.	1.31[b]	1.30[b]	Oct.	Fareway, Omaha Meat Market
68	70	ROUSES ENTERPRISES LLC	1.31	1.24	Dec.	Rouses Markets
70	69	INSERRA SUPERMARKETS INC.	1.27	1.26	Dec.	ShopRite, Price Rite, Price Rite Marketplace
71	72	VALLARTA SUPERMARKETS INC.	1.11	1.06	Dec.	Vallarta Supermarkets
72	71	BROOKSHIRE BROTHERS	1.10	1.10	April	Brookshire Brothers (+Pharmacy, +Express), Cormie's Grocery, Tobacco Barn, David's, David's Express, Pecan Foods
73	74	FESTIVAL FOODS (SKOGEN'S FOODLINER INC.)	1.07	1.00	Oct.	Festival Foods, Lakeside Foods
74	73	NORTHGATE GONZALEZ MARKETS LLC	1.05	1.03	Dec.	Northgate Gonzalez Market
75	74	LOWE'S MARKET (PAY AND SAVE INC.)	1.03[b]	1.00[b]	Aug.	Lowe's Market, Food King, Food Jet, Shop 'n Save, Lowe's Family Center, Lowe's Mercado, Lowe's Super $ave Discount Foods, La Feria, Big 8 Food Stores, Ace, Fiesta Foods
		TOTALS: / Y-O-Y TOTAL SALES % CHANGE:	$1,149.5[c]	$1,104.77[c]	4.0%	

SALES CHANGE

SALES % CHG 2018-19	SALES RANK 2018-19	COMPANY	SALES % CHANGE 2018-19 vs. 17-18*	SALES % CHANGE 2017-18 vs. 16-17*
1	10	AMAZON.COM	96.5%	130.6%
2	53	BODEGA LATINA CORP. (GRUPO COMERCIAL CHEDRAUI S.A.B. DE C.V.)	60.4%	4.5%
3	22	ALIMENTATION COUCHE-TARD INC.	13.3%	21.4%
4	34	SPROUTS FARMERS MARKET INC.	12.0%	15.1%
5	24	UNITED NATURAL FOODS INC.	10.4%	9.4%
6	14	DOLLAR GENERAL CORP.	9.8%	7.4%
7	47	KEY FOOD STORES CO-OPERATIVE INC.	9.6%	-1.9%
8	53	GROCERY OUTLET INC. (HELLMAN & FRIEDMAN LLC)	9.3%	7.4%
9	18	7-ELEVEN INC. (SEVEN & I HOLDINGS CO. LTD.)	9.2%	2.7%
9	17	ALDI INC. (USA)	9.2%	18.0%
9	3	COSTCO WHOLESALE CORP.	9.2%	5.3%
9	23	METRO INC.	9.2%	3.0%
13	32	WINCO FOODS LLC	8.7%	9.2%
14	73	FESTIVAL FOODS (SKOGEN'S FOODLINER INC.)	7.0%	9.9%
15	34	MARATHON PETROLEUM CORP.	6.7%	-2.2%
16	39	SAVE-ON-FOODS LP	6.2%	5.8%
17	28	WEGMANS FOOD MARKETS INC.	5.9% a	2.4% a
18	64	AFFILIATED FOODS INC.	5.6%	-4.0%
18	68	ROUSES ENTERPRISES LLC	5.6%	21.6%
20	6	PUBLIX SUPER MARKETS INC.	5.3%	1.6%
21	8	TARGET CORP.	4.9%	1.1%
22	71	VALLARTA SUPERMARKETS INC.	4.7%	2.9%
23	38	STATER BROS. MARKETS	4.1%	1.6%
23	20	TRADER JOE'S CO.	4.1%	3.2%
25	50	K-VA-T FOOD STORES INC.	3.7%	1.7%
25	37	SMART & FINAL STORES INC.	3.7%	5.3%
27	1	WALMART INC.	3.6%	3.3%
28	59	99 CENTS ONLY STORES LLC	3.3%	11.7%
29	45	RALEY'S	3.1% a	0.0% a
30	75	LOWE'S MARKET (PAY AND SAVE INC.)	3.0%	0.0%
31	16	SOBEYS INC. (EMPIRE CO. LTD.)	2.9%	1.7%
32	58	SAKER SHOPRITES INC.	2.7%	2.2%
33	51	BROOKSHIRE GROCERY CO.	2.6%	10.5%
34	11	WALGREENS BOOTS ALLIANCE INC.	2.4%	-2.2%
34	61	WOODMAN'S FOOD MARKET INC.	2.4%	0.0%
36	40	INGLES MARKETS INC.	2.3%	5.3%
36	60	SUPERIOR GROCERS	2.3%	1.2%
38	13	CVS HEALTH CORP.	2.2%	-2.0%
39	21	DOLLAR TREE INC.	2.1%	7.5%
40	36	DEMOULAS SUPER MARKETS INC.	2.0% a	4.2% a
40	25	HY-VEE INC.	2.0% a	2.0% a
42	5	AHOLD DELHAIZE	1.9%	27.1%
42	46	HOUCHENS INDUSTRIES	1.9%	0.0%
42	74	NORTHGATE GONZALEZ MARKETS LLC	1.9%	1.0%
45	15	MEIJER INC.	1.6%	6.2%
45	19	WAKEFERN FOOD CORP.	1.6%	1.7%
47	66	COBORN'S INC.	1.4%	0.0%
48	27	BJ'S WHOLESALE CLUB HOLDINGS INC.	1.2%	0.7%
49	12	H-E-B	1.1%	6.9%
50	57	BIG Y FOODS INC.	1.0%	12.6%
51	44	WEIS MARKETS INC.	0.9%	10.5%
52	68	FAREWAY STORES INC.	0.8% a	0.0% a
52	70	INSERRA SUPERMARKETS INC.	0.8%	-3.8%
54	65	BASHAS' INC.	0.7%	-1.4%
54	67	PIGGLY WIGGLY MIDWEST	0.7%	-0.7%
56	4	ALBERTSONS COS. INC.	0.6%	0.4%
56	63	VILLAGE SUPER MARKET INC.	0.6%	-1.8%
58	9	C&S WHOLESALE GROCERS	0.4%	0.2%
59	7	LOBLAW COS. LTD.	0.1%	0.5%
60	55	ALEX LEE INC.	0.0% a	4.8% a
60	56	ASSOCIATED FOOD STORES	0.0%	1.9%
60	72	BROOKSHIRE BROTHERS	0.0%	-0.9%
60	29	GIANT EAGLE	0.0% a	0.0% a
60	48	SCHNUCK MARKETS INC.	0.0% a	0.0% a
65	31	SPARTANNASH CO.	-0.6%	5.2%
66	43	PRICE CHOPPER/MARKET 32 (THE GOLUB CORP.)	-0.8%	0.0%
67	26	ASSOCIATED WHOLESALE GROCERS	-1.0%	5.7%
68	2	THE KROGER CO.	-1.2%	5.5%
69	49	TOPS MARKETS LLC (TOPS MARKETS CORP.)	-1.5%	1.5%
70	52	BOZZUTO'S INC.	-1.7%	5.0%
70	62	THE FRESH MARKET INC. (APOLLO GLOBAL MANAGEMENT LLC)	-1.7%	-3.3%
72	41	THE SAVE MART COMPANIES	-2.4% a	-2.4% a
73	42	SAVE-A-LOT (ONEX CORP.)	-9.2%	1259.4%
74	30	SOUTHEASTERN GROCERS LLC	-15.7%	-5.7%
75	33	RITE AID CORP.	-29.8%	-10.8%
		AVERAGES:	4.4%	22.1%
		AVERAGES HIGH/LOW OUT:	3.6% b	5.6% b

* CHANGES BASED ON SALES – INCLUDING CONSUMABLES-ONLY SALES FOR BROADLINE RETAILERS – FOR FISCAL YEARS ENDING ON OR BEFORE JUNE 30, 2019, WHICH MAY HAVE BEEN ESTIMATES BY *SUPERMARKET NEWS* OR REPORTING COMPANIES COMPARED WITH SALES FOR THE PRECEDING FISCAL PERIOD, WHICH ALSO MAY HAVE BEEN ESTIMATED. a = CHANGE BASED ON REPORTED OR ESTIMATED DOLLAR AMOUNT ROUNDED TO NEAREST HUNDRED MILLION DOLLARS. b = TO REDUCE THE AVERAGE-SKEWING IMPACT OF EXTRAORDINARY EVENTS, THE RESULTS OF ENTITIES WITH THE LARGEST PERCENT-CHANGE GROWTH AND DECLINE WERE ELIMINATED BEFORE YEAR-OVER-YEAR CHANGES WERE AVERAGED.
SOURCE: NRN RESTAURANT & FOOD GROUP RESEARCH

STORE OVERVIEW

2018-19 STORE RANK	2018-19 SALES RANK	COMPANY	SYSTEMWIDE STORES FISCAL YEAR END 2018-19	SYSTEMWIDE STORES FISCAL YEAR END 2017-18	FISCAL YEAR-END
1	21	DOLLAR TREE INC.	15,390	14,835	Jan.
2	14	DOLLAR GENERAL CORP.	15,358	14,534	Jan.
3	22	ALIMENTATION COUCHE-TARD INC.	9,941	10,016	April
4	13	CVS HEALTH CORP.	9,824	9,761	Dec.
5	18	7-ELEVEN INC. (SEVEN & I HOLDINGS CO. LTD.)	9,687	8,734	Dec.
6	11	WALGREENS BOOTS ALLIANCE INC.	9,560	8,100	Aug.
7	1	WALMART INC.	5,764	5,768	Jan.
8	34	MARATHON PETROLEUM CORP.	3,319	2,744	Dec.
9	2	THE KROGER CO.	2,765	3,630	Jan.
10	33	RITE AID CORP.	2,496	2,550	Feb.
11	7	LOBLAW COS. LTD.	2,422	2,427	Dec.
12	4	ALBERTSONS COS. INC.	2,294	2,318	Feb.
13	5	AHOLD DELHAIZE	1,959	1,960	Dec.
14	16	SOBEYS INC. (EMPIRE CO. LTD.)	1,947	1,922	May
15	17	ALDI INC. (USA)	1,864	1,739	Dec.
16	8	TARGET CORP.	1,841	1,822	Jan.
17	23	METRO INC.	1,269	854	Sept.
18	42	SAVE-A-LOT (ONEX CORP.)	1,252	1,344	Dec.
19	6	PUBLIX SUPER MARKETS INC.	1,212	1,167	Dec.
20	3	COSTCO WHOLESALE CORP.	627	611	Aug.
21	30	SOUTHEASTERN GROCERS LLC	572	705	Dec.
22	20	TRADER JOE'S CO.	496	481	June
23	10	AMAZON.COM	489	465	Dec.
24	46	HOUCHENS INDUSTRIES	421	420	Sept.
25	29	GIANT EAGLE	419	416	June
26	59	99 CENTS ONLY STORES LLC	388	388	Jan.
27	19	WAKEFERN FOOD CORP.	352	345	Sept.
28	12	H-E-B	344	336	Oct.
29	37	SMART & FINAL STORES INC.	327	323	Dec.
30	53	GROCERY OUTLET INC. (HELLMAN & FRIEDMAN LLC)	316	293	Dec.
31	34	SPROUTS FARMERS MARKET INC.	315	285	Dec.
32	47	KEY FOOD STORES CO-OPERATIVE INC.	280	263	April
33	72	BROOKSHIRE BROTHERS	252	251	April
34	25	HY-VEE INC.	246	245	Sept.
35	15	MEIJER INC.	242	237	Jan.
36	27	BJ'S WHOLESALE CLUB HOLDINGS INC.	216	215	Jan.
37	41	THE SAVE MART COMPANIES	208	207	Dec.
38	44	WEIS MARKETS INC.	202	205	Dec.
39	40	INGLES MARKETS INC.	200	199	Sept.
40	51	BROOKSHIRE GROCERY CO.	181	176	Sept.
41	38	STATER BROS. MARKETS	171	170	Sept.
42	39	SAVE-ON-FOODS LP	169	163	Dec.
43	49	TOPS MARKETS LLC (TOPS MARKETS CORP.)	164	174	Dec.
44	62	THE FRESH MARKET INC. (APOLLO GLOBAL MANAGEMENT LLC)	161	176	Jan.
45	75	LOWE'S MARKET (PAY AND SAVE INC.)	148	151	Aug.
46	31	SPARTANNASH CO.	139	145	Dec.
47	43	PRICE CHOPPER/MARKET 32 (THE GOLUB CORP.)	133	134	April
48	50	K-VA-T FOOD STORES INC.	132	133	Dec.
49	45	RALEY'S	129	129	June
50	32	WINCO FOODS LLC	126	122	April
51	53	BODEGA LATINA CORP. (GRUPO COMERCIAL CHEDRAUI S.A.B. DE C.V.)	124	59	Dec.
52	68	FAREWAY STORES INC.	122	118	Oct.
53	66	COBORN'S INC.	115	105	Dec.
54	65	BASHAS' INC.	114	115	Dec.
54	67	PIGGLY WIGGLY MIDWEST	114	114	Dec.
56	48	SCHNUCK MARKETS INC.	99	100	Sept.
57	28	WEGMANS FOOD MARKETS INC.	98	95	Dec.
58	55	ALEX LEE INC.	84	84	Sept.
59	57	BIG Y FOODS INC.	80	78	Dec.
60	36	DEMOULAS SUPER MARKETS INC.	79	79	Dec.
61	68	ROUSES ENTERPRISES LLC	60	54	Dec.
62	71	VALLARTA SUPERMARKETS INC.	50	50	Dec.
63	60	SUPERIOR GROCERS	45	45	Dec.
64	74	NORTHGATE GONZALEZ MARKETS LLC	40	40	Dec.
65	56	ASSOCIATED FOOD STORES	39	43	Dec.
66	73	FESTIVAL FOODS (SKOGEN'S FOODLINER INC.)	32	28	Oct.
67	58	SAKER SHOPRITES INC.	31	31	Oct.
68	63	VILLAGE SUPER MARKET INC.	30	29	July
69	70	INSERRA SUPERMARKETS INC.	24	24	Dec.
70	61	WOODMAN'S FOOD MARKET INC.	17	16	Sept.
71	52	BOZZUTO'S INC.	13	13	Sept.
72	26	ASSOCIATED WHOLESALE GROCERS	6	6	Dec.
73	24	UNITED NATURAL FOODS INC.	1	12	July
		TOTALS: / Y-O-Y TOTAL STORES % CHANGE:	110,061 a	106,042 a	3.8%

NOTE: THE TWO COMPANIES NOT SHOWN ON THIS PAGE — AFFILIATED FOODS AND C&S WHOLESALE GROCERS — REPORTED NO COMPANY, LICENSED OR FRANCHISED STORES IN EITHER THE LATEST OR PRECEDING FISCAL YEAR OR BOTH, OR *SUPERMARKET NEWS* COULD NOT DISCERN ACCURATE STORE TOTALS OR TYPES FROM COMPANY STATEMENTS OR OTHER REPORTS.
a = TOTALS EXCLUDE COUNTS FOR INSERRA SUPERMARKETS INC., VILLAGE SUPERMARKETS INC. AND SAKER SHOPRITES INC., AS THOSE FIGURES ARE ALSO INCLUDED IN WAKEFERN CORP. NUMBERS REPRESENTING AGGREGATE COOPERATIVE NUMBER OF STORES. SOURCE: NRN RESTAURANT & FOOD GROUP RESEARCH

SYSTEMWIDE STORE CHANGE

			% CHANGE	
STORE % CHG 2018-19	STORE SALES RANK 2018-19	COMPANY	IN FY-END SYSTEMWIDE STORES 2018-19 vs. 2017-18	IN FY-END SYSTEMWIDE STORES 2017-18 vs. 2016-17
1	53	BODEGA LATINA CORP. (GRUPO COMERCIAL CHEDRAUI S.A.B. DE C.V.)	110.2%	1.7%
2	23	METRO INC.	48.6%	0.5%
3	34	MARATHON PETROLEUM CORP.	21.0%	0.4%
4	11	WALGREENS BOOTS ALLIANCE INC.	18.0%	-0.9%
5	73	FESTIVAL FOODS (SKOGEN'S FOODLINER INC.)	14.3%	12.0%
6	68	ROUSES ENTERPRISES LLC	11.1%	0.0%
7	18	7-ELEVEN INC. (SEVEN & I HOLDINGS CO. LTD.)	10.9%	0.3%
8	34	SPROUTS FARMERS MARKET INC.	10.5%	12.6%
9	66	COBORN'S INC.	9.5%	-0.9%
10	53	GROCERY OUTLET INC. (HELLMAN & FRIEDMAN LLC)	7.8%	10.2%
11	17	ALDI INC. (USA)	7.2%	8.6%
12	47	KEY FOOD STORES CO-OPERATIVE INC.	6.5%	10.5%
13	61	WOODMAN'S FOOD MARKET INC.	6.3%	0.0%
14	14	DOLLAR GENERAL CORP.	5.7%	9.1%
15	10	AMAZON.COM	5.2%	---
16	6	PUBLIX SUPER MARKETS INC.	3.9%	2.7%
17	21	DOLLAR TREE INC.	3.7%	3.5%
17	39	SAVE-ON-FOODS LP	3.7%	4.5%
19	63	VILLAGE SUPER MARKET INC.	3.4%	0.0%
19	68	FAREWAY STORES INC.	3.4%	2.6%
21	32	WINCO FOODS LLC	3.3%	7.0%
22	28	WEGMANS FOOD MARKETS INC.	3.2%	3.3%
23	20	TRADER JOE'S CO.	3.1%	3.2%
24	51	BROOKSHIRE GROCERY CO.	2.8%	-0.6%
25	3	COSTCO WHOLESALE CORP.	2.6%	3.2%
25	57	BIG Y FOODS INC.	2.6%	1.3%
27	12	H-E-B	2.4%	2.1%
28	15	MEIJER INC.	2.1%	3.0%
29	19	WAKEFERN FOOD CORP.	2.0%	2.4%
30	16	SOBEYS INC. (EMPIRE CO. LTD.)	1.3%	0.1%
31	37	SMART & FINAL STORES INC.	1.2%	5.9%
32	8	TARGET CORP.	1.0%	1.1%
33	29	GIANT EAGLE	0.7%	1.0%
34	13	CVS HEALTH CORP.	0.6%	0.9%
34	38	STATER BROS. MARKETS	0.6%	0.6%
36	27	BJ'S WHOLESALE CLUB HOLDINGS INC.	0.5%	0.5%
36	40	INGLES MARKETS INC.	0.5%	-1.0%
36	41	THE SAVE MART COMPANIES	0.5%	0.0%
39	25	HY-VEE INC.	0.4%	1.2%
39	72	BROOKSHIRE BROTHERS	0.4%	-0.4%
41	46	HOUCHENS INDUSTRIES	0.2%	1.7%
42	26	ASSOCIATED WHOLESALE GROCERS	0.0%	0.0%
42	36	DEMOULAS SUPER MARKETS INC.	0.0%	2.6%
42	45	RALEY'S	0.0%	5.7%
42	52	BOZZUTO'S INC.	0.0%	0.0%
42	55	ALEX LEE INC.	0.0%	-10.6%
42	58	SAKER SHOPRITES INC.	0.0%	3.3%
42	59	99 CENTS ONLY STORES LLC	0.0%	-0.5%
42	60	SUPERIOR GROCERS	0.0%	0.0%
42	67	PIGGLY WIGGLY MIDWEST	0.0%	-0.9%
42	70	INSERRA SUPERMARKETS INC.	0.0%	4.3%
42	71	VALLARTA SUPERMARKETS INC.	0.0%	2.0%
42	74	NORTHGATE GONZALEZ MARKETS LLC	0.0%	-2.4%
54	1	WALMART INC.	-0.1%	0.5%
54	5	AHOLD DELHAIZE	-0.1%	-1.5%
56	7	LOBLAW COS. LTD.	-0.2%	0.1%
57	22	ALIMENTATION COUCHE-TARD INC.	-0.7%	23.6%
57	43	PRICE CHOPPER/MARKET 32 (THE GOLUB CORP.)	-0.7%	-1.5%
59	50	K-VA-T FOOD STORES INC.	-0.8%	-1.5%
60	65	BASHAS' INC.	-0.9%	-0.9%
61	4	ALBERTSONS COS. INC.	-1.0%	-0.3%
61	48	SCHNUCK MARKETS INC.	-1.0%	0.0%
63	44	WEIS MARKETS INC.	-1.5%	0.5%
64	75	LOWE'S MARKET (PAY AND SAVE INC.)	-2.0%	0.0%
65	33	RITE AID CORP.	-2.1%	-43.8%
66	31	SPARTANNASH CO.	-4.1%	-7.6%
67	49	TOPS MARKETS LLC (TOPS MARKETS CORP.)	-5.7%	-1.7%
68	42	SAVE-A-LOT (ONEX CORP.)	-6.8%	-1.4%
69	62	THE FRESH MARKET INC. (APOLLO GLOBAL MANAGEMENT LLC)	-8.5%	0.0%
70	56	ASSOCIATED FOOD STORES	-9.3%	0.0%
71	30	SOUTHEASTERN GROCERS LLC	-18.9%	-6.0%
72	2	THE KROGER CO.	-23.8%	-0.5%
73	24	UNITED NATURAL FOODS INC.	-91.7%	-7.7%
		AVERAGES:	2.2%	0.9%
		AVERAGES HIGH/LOW OUT:	2.0% a	1.3% a

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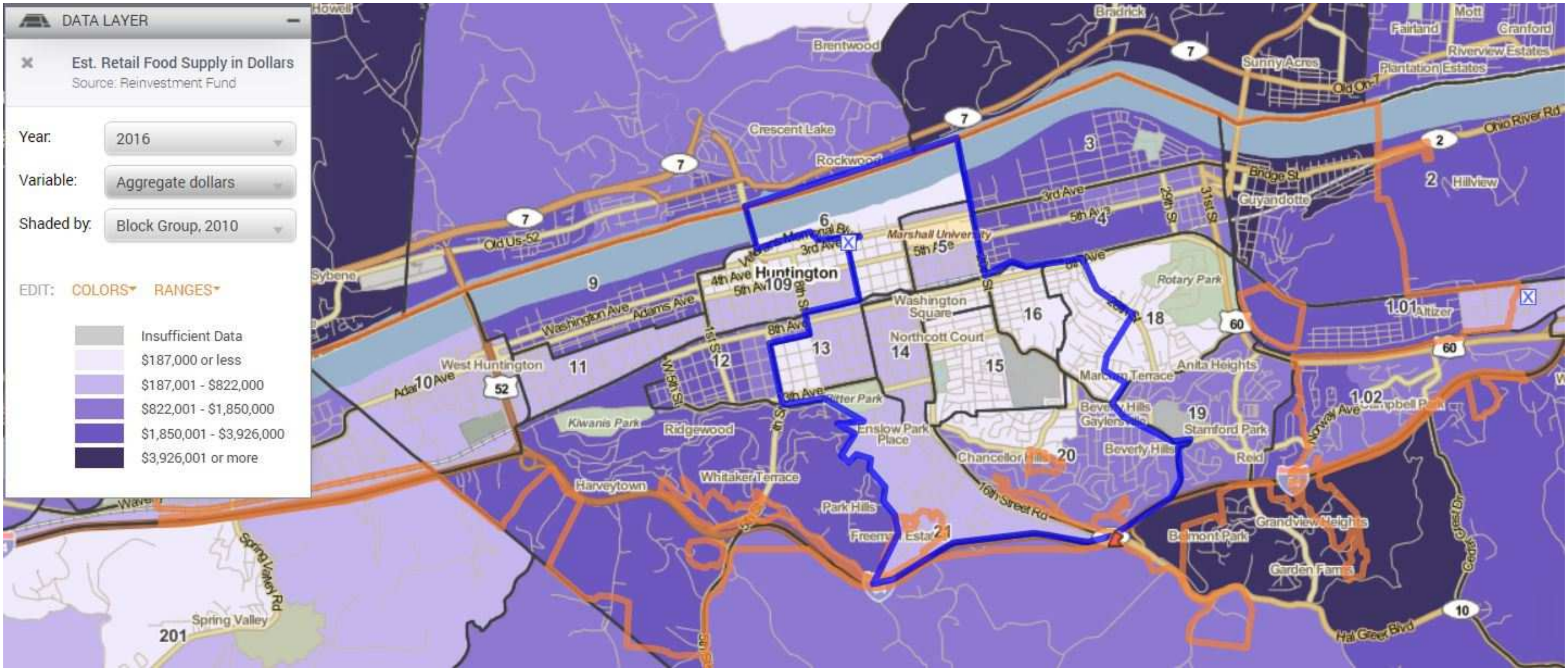
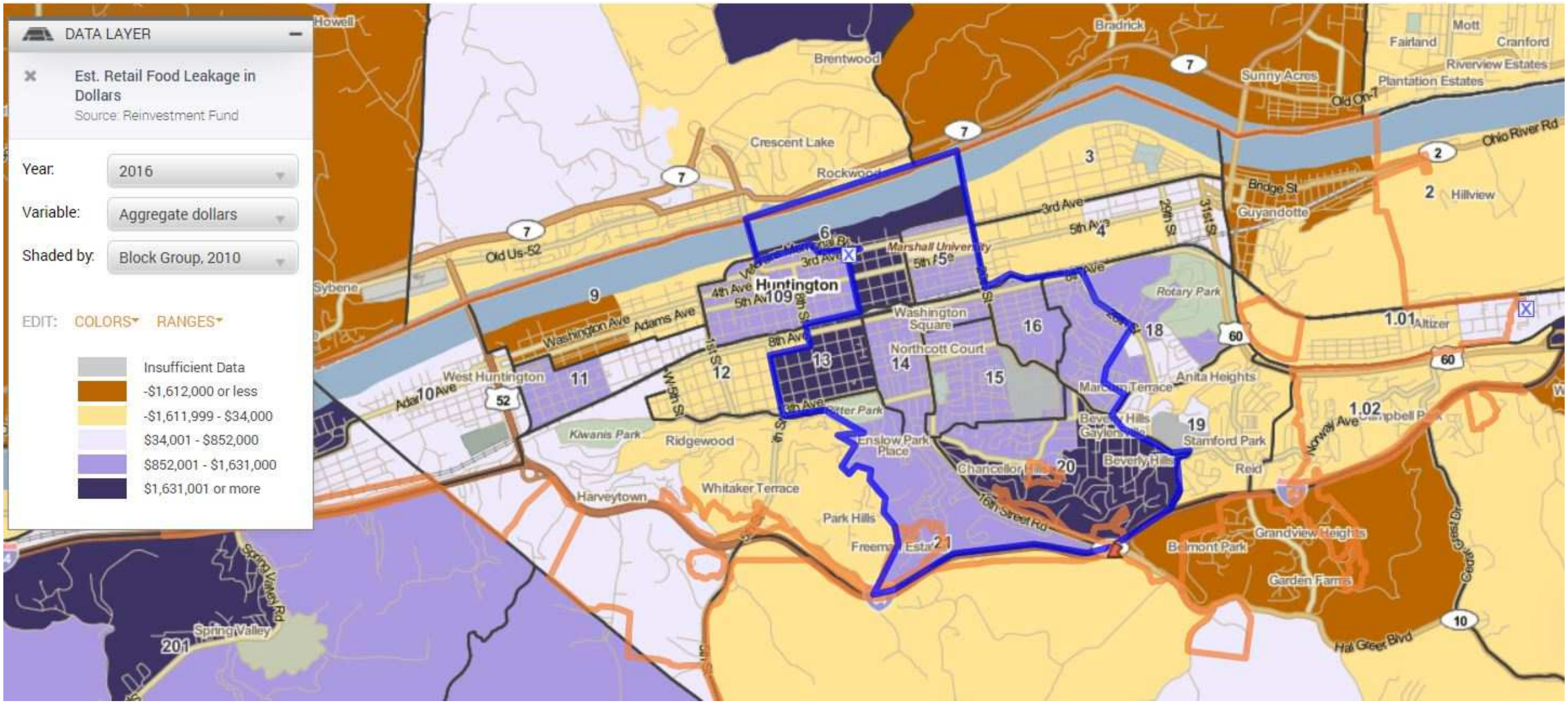
Supply, Demand and Leakage Maps

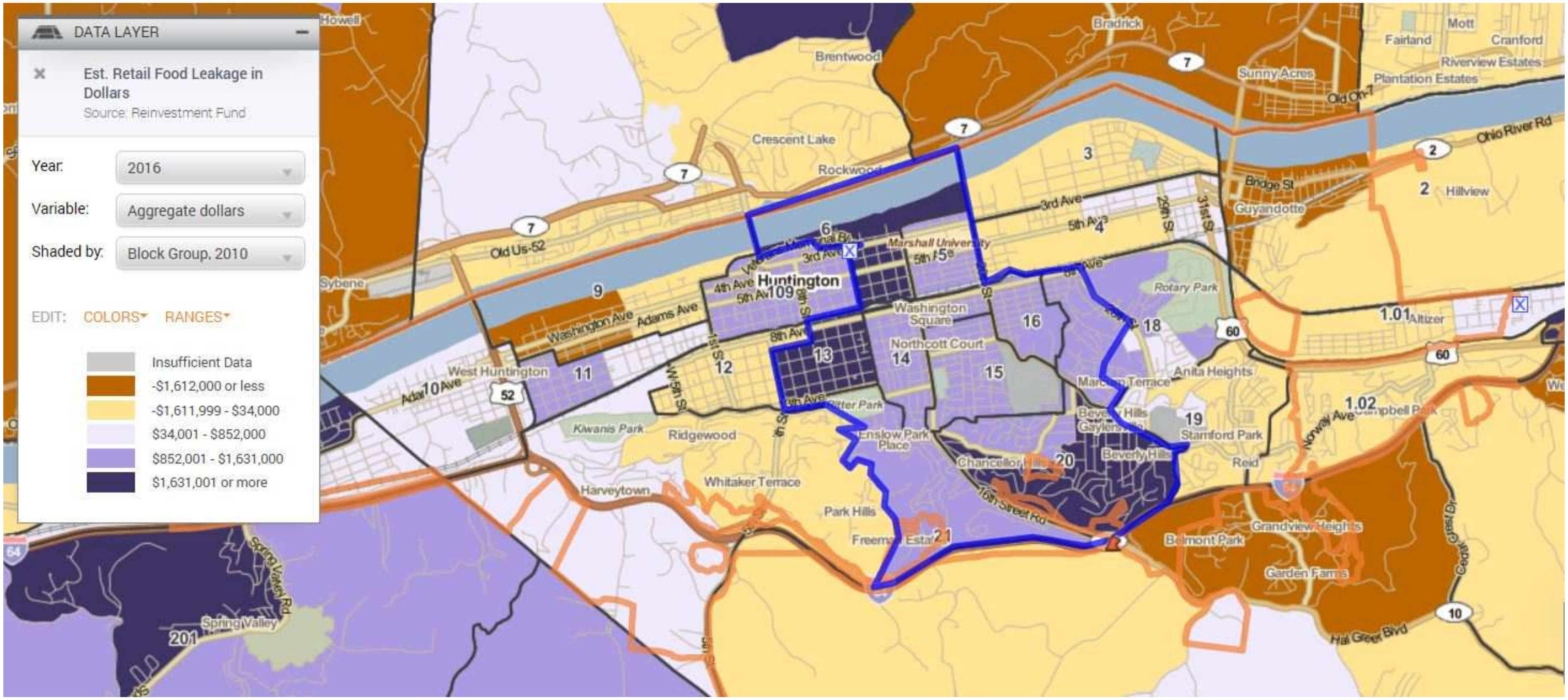
Food Supply (Dollars)



Food Demand (Dollars)



Food Leakage (Dollars)



Food Leakage (Percentage)