

May 2016

## case study



### CREEKSIDE MARKET

Whistler, British Columbia

***Custom cases help expand fresh food offering; fresh sales up 42% since remodel, total sales up 30%***

Creekside Market Inc., a family-owned business founded in 1988, is nestled in the village of Whistler, British Columbia, home of the 2010 Winter Olympic Games. Frequented by local pedestrian traffic and tourists alike, the 7,500 square foot, full-service market prides itself on its high quality foods; a wide selection of grocery items and fresh, local products; and a close-knit family-friendly feel emitted by its owners, employees and customers.

### CHALLENGE

Previously experiencing business peaks during winter holidays and breaks, Creekside Market found that after the 2010 Olympics, Whistler was booming even in summer, as more people were drawn to the quaint town. Wishing to not only capture local customers who drive year-round business, but also cater to the influx of visitors, Creekside Market turned its focus toward what the market demanded ... fresh foods. Setting out to revamp their entire store, owners were challenged by the limited display space in the small footprint market and sought ways to maximize product facings. It was also time to address its aging display cases, which were in disrepair, and did little to improve aesthetics or showcase products.

### SOLUTION

#### ***A focus on fresh***

To answer its customers' desire for healthier foods, Creekside Market's layout was changed by removing 12 ft and 8 ft aisles of grocery shelving from the middle of the store to make room for the bakery and produce departments and opening the sight lines to the deli and meat departments. The market began offering its own fresh-made sausages, and sourcing Canadian-raised meats, wild seafood and local fresh produce. To further accommodate its expanded fresh product offering, Creekside Market sought more display room and a fresh look.

#### ***Determining the right merchandising solutions***

Having worked with Jones Food Store Equipment Ltd., a Hussmann distributor for many years, on its original store, Kent Dawson, general manager, Creekside Market, contacted the supplier regarding a store remodel. "Kent and I discussed the challenges they were facing, their need for more full-service merchandising for their deli, meat and seafood department cases, and whether replacement was an option," said Randi Jones, Jones Food Store Equipment Ltd. "Because we knew the history on the existing self-serve cases, it was determined that replacing all of the cases with new was not the best use of the budget. We used our experience with LED retrofits to guide Creekside towards upgrading the lighting and shelf configurations of its useable cases to give them a fresh look, and suggested adding higher volume specialty cases to provide the capacity they needed."

#### ***Enhancing product appeal, reducing energy use with LED retrofit***

Still usable older cases were retrofit with new shelving and Hussmann EcoShine II Plus LED lighting to enhance product appeal and reduce energy use. Jones Food Store Equipment recommended LED canopies in the produce department and using LED shelf lights for a feature case. "Hussmann LED lighting options really enhance the product," said Jones. "Fresh meat really pops with warm 3000K canopy and shelf lights."



Hussmann EcoShine II Plus LED canopy lighting enhances produce display.



Fresh bakery items take center stage in high volume, small footprint Hussmann specialty merchandiser.



Hussmann Specialty cases with additional shelving gave the deli department a fresh look and increased display size.



Four foot cases were turned on an angle to make the best use of limited floor space.

## Maximizing a small footprint with custom cases

Jones Food Store Equipment contacted Hussmann to discuss the options available. “The cases we selected for Creekside were in Hussmann Specialty’s portfolio, but not the exact same specifications,” said Jones. “The thing that’s nice about Hussmann Specialty is that they give you the opportunity to pull different options together for a customer to give them a custom case which is suited perfectly for their individual needs.”

The aging cases at Creekside were replaced with Hussmann over/under refrigerated service/self-service cases for deli, meat and seafood. The cases provide the same reliability, quality and energy saving benefits of Hussmann standard cases, but were custom designed with a raised service dome for higher volume and a stretched self-serve section to add additional shelves for grab n go.

## RESULTS

As the village of Whistler continues to grow, so do sales at Creekside Market, with the store’s fresh food offerings driving the increase. “Our customer base is locals. We are seeing an increase there, but our tourist business is also seeing a lot of growth,” said Kent Dawson. “Sales are up 30% since the retrofit with the biggest growth in the fresh sides—70% growth in seafood, 49% in meat, deli was up 42%, bakery up 28% and produce up 30% since the remodel. The dramatic increases can be directly attributed to the new and retrofit cases. The products are much more appealing to the customer’s eye.”

“This success was truly a team effort,” added Dawson. “It began with Fusion Designs changing the store layout, making room for expansion without losing any grocery shelf space — an incredible help! Hussmann’s high quality cases, flexible specialty designs and energy saving LED lighting were instrumental in improving our sales. Jones Food Store Equipment explained everything well, so it was easy to understand what they were recommending and why. Their in-depth approach and follow through on support details was a tremendous value. And last but not least, we hired Garibaldi Woodworks to make use of every nook and cranny between cases and concrete pillars to help us maximize selling space, which really helped to complete the overall look of the renovation — working tough hours on site to make sure everything fit precisely.”