

September 2013



FRESON MARKETS LTD. STONY PLAIN, ALBERTA, CANADA

Hussmann specialty cases and refrigeration system give new Freson Bros. Fresh Market a fresh look, help maximize energy efficiency

Freson Market Ltd. began on October 20, 1955, when Frank Lovsin opened a butcher shop with his two partners, Frank Resek and Frank's father, Leo Resek. Over the years the company has evolved into a chain of fifteen Freson Bros. locations primarily in small towns, each with a mission of bringing value to their communities. Freson Bros.' success can be attributed to its ability to adapt to the ever-changing marketplace and its commitment to providing quality products and outstanding customer service.

Freson's emphasis on the customer is exemplified by its newest location in Stony Plain, Alberta. The store, which is the first Freson Bros. Fresh Market, creates a not-so-average shopping experience, which begins when customers enter into a glassed-in, vaulted-ceiling atrium. The experience continues as shoppers enjoy fresh market items, groceries, smokehouse features, organic selections, an in-store bakery and a homey 70-seat dining area, complete with a fireplace and endless options for fresh, homemade meals.

case study

Challenge

When Freson Bros. began planning its Stony Plain Fresh Market, they sought to develop a store that would truly fit in the community. Wanting to differentiate from competitors, as well as make a statement, the chain's objectives were to create a modern facility, with an emphasis on fresh foods. Plans for Freson Bros.' version of a fresh market included merchandising equipment that would complement their fresh food concepts. Environmental efficiency was also a top priority.

Solution

Researching merchandising concepts, evaluating equipment options

Pleased with the solutions provided by Hussmann over their fifty-year relationship, Freson Bros.'s contacted their trusted supplier to discuss the new Stony Plain store. The Freson Markets' executive team also visited the Hussmann facility in Chino, California, to research their refrigeration and case options. During a two-day visit, the group toured a variety of area stores, meeting with store owners to discuss merchandising concepts.

Discussions continued back in the Hussmann Chino show room, where the group compared the types of refrigerants and systems available, and toured the Chino plant for a first-hand look at the cases being manufactured. Freson Market's passion for the grocery business was catching, as the Hussmann design team worked diligently to evaluate case options, collaborated with Freson Bros. on the store design, and made revisions to accommodate equipment choices. The refrigeration and display cases chosen were the latest in environmental efficiency.

Custom direct expansion system maximizes energy efficiency

Freson Bros. selected a custom designed, engineered, and manufactured Hussmann direct expansion system for the new store. High-quality components and manufacturing techniques, and rigorous testing ensure reliable performance of the system. Compressor options, sub-cooling techniques, system configuration and proprietary technologies were each selected to provide the maximum in energy efficiency.



Wedge cases optimize merchandising effectiveness and direct traffic flow.



Hussmann Q-Series self-service cheese case provides unobstructed view of products.

Wedge produce cases optimize fresh food merchandising

The center of the Stony Plain store has been reduced in size in favor of a larger perimeter for fresh foods. Hussmann produce wedge cases allow the Fresh Market to link angle case runs in creative ways to optimize merchandising effectiveness and direct traffic flow within the store.

Stylish curves and sleek design compliment store decor

The stylish curves and sleek design elements of the Hussmann Q-Series single-deck, self-service cheese case compliment the store décor, while offering shoppers a clear, unobstructed view of products. LED lighting brilliantly illuminates the food, creating an exceptional shopping experience and making the gourmet cheeses irresistible. Line ups have a smooth, seamless visual flow with precision fit. The case features a 1/2" Plexiglas® front, adjustable stainless steel legs, removable brushed stainless steel interior wall and deck, energy efficient fans, coil corrosion protective coating, solar digital thermometer and a modular coil system.

Modular merchandising provides flexibility

The Stony Plain Fresh Market uses Hussmann Isla Island cases to meet its changing needs. The modular design your own merchandiser is perfect for displaying refrigerated, hot and dry items together in the same case. When the store's merchandising needs change, the case provides the flexibility to display the store's fresh products.

Results

Freson Bros' Stony Plain store, one of its largest, embraces fresh foods in a big way. "I don't even know if you would call it a grocery store," said Doug Lovsin, Freson Market Ltd., vice president, operations. "It can best be described as a fresh market, with everything you would expect in such a venue. With this store, we feel we addressed the needs of today's and tomorrow's consumer.

"We're quite happy with the final product and the traffic flow in the store. And people enjoy the ease of shopping here.

"And of course, I'm happy with the equipment durability, its ease of maintenance and the energy savings it provides; but, I'm more a grocer than a mechanic. To me the cases should disappear. The wedge and cheese cases do that; they disappear."