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Reesor's Bixby, Oklahoma

Store exceeds expectations with concept cases, attractive displays and innovative technologies

Founded more than 49 years ago in Tahlequah, Oklahoma, Reesor's was family run until 2007, when employees took ownership. The company boasts seventeen supermarket locations, two convenience stores, and nearly 3,000 employees in Northeastern Oklahoma. Ranked among the Top 50 Small Chains and Independents by *Supermarket News*, Reesor's focuses on putting its customers first.

CHALLENGE

Scheduled to open just three months after the supermarket chain's Sand Springs location, the new Reesor's store in Bixby, Oklahoma, had its own set of challenges. The store location was in an upscale neighborhood, within a mile of two competitor supermarkets. In order to make its store the area's supermarket of choice, Reesor's knew differentiating itself was critical to its success.

case study

SOLUTION

Reesor's began the planning of its Bixby store by researching the market. The company's CEO and store directors visited other successful supermarkets to gather design ideas. Reesor's was looking for dramatic graphics that would appeal to its upscale customers, merchandising techniques that would attract shoppers, and an equipment selection that would be both energy efficient and innovative. After evaluating the latest technologies, Reesor's management met with representatives from its long-time supplier, Hussmann, to discuss the depth of options available for their new store. Hussmann sales personnel and field, quality and application engineers engaged in the store design process that evolved over a year and a half.

Produce merchandisers unlike any other

Reesor's selected a Hussmann concept case, Entyce, for their produce department. The three and four-deck multi-tiered, rounded produce island cases, unlike any seen elsewhere, present an attractive, enticing display.

All-glass fronts and stainless create standout displays

With Oklahoma residents passionate for red meat, Reesor's wanted to ensure that its meat displays would stand out. The Hussmann R3HV was the answer. Stainless inside and out, the R3HV cases, with refrigerated rear storage, create attractive displays, and are easy to merchandise and clean. Reesor's also designs eye-catching deli displays with Hussmann Q3-DV Deli merchandisers. The all-glass-front case enhances merchandising and improves product visibility.

Refrigerated, hot and dry in same case

Isla, Hussmann's unique "design-your-own island" merchandiser, offers a flexible way to display refrigerated, hot and dry items all in the same merchandiser. With the Isla line, Reesor's was able to choose from two, three and four-sided islands, in-line displays and stand-alone cases.



Three and four-deck Entyce produce cases create an attractive display.

R3HV merchandisers provide both service and self-service in one small footprint.



EcoVision doors help keep consistent product temperatures.

All-glass-front Q3-DV deli case improves product visibility.



Isla island merchandiser allows refrigerated, hot and dry products in one display case.



LifeLine RLT case presents a dramatic ice cream display.



Wood grain, reflective mullions take it up a notch

LifeLine RLT cases, with tall doors, reflective mullions and LED lighting, present a dramatic ice cream display for customers. The wood grain cases, with bump-out center, take Reasor's ice cream merchandising displays up a notch and are well suited to the more affluent shoppers.

Doors and lighting add merchandising visual appeal and energy savings

Reasor's keeps lunchmeat and beer cold in Hussmann low-front and rear-load dairy and deli cases equipped with EcoVision doors. Critical temperature produce is also kept fresh behind narrow, tall EcoVision doors in Hussmann DD6 cases. EcoVision doors reduce refrigeration energy use by up to 84%, compared to open cases. The doors also help to keep consistent product temperatures to keep foods fresher.

The product displays are further enhanced with Hussmann EcoShine II LED lighting, which provides even, consistent lighting and color across the case. The LEDs also help to lower energy costs, providing from 47% - 71% energy savings, depending on the application, compared to fluorescents.

Energy efficient, flexible refrigeration systems

A Hussmann air-cooled Protocol distributed refrigeration system utilizes compact multiple compressor refrigeration units throughout the store to cool food products. The system reduces piping, braze joints, and thus refrigerant leaks, and is energy efficient in both medium and low temperature applications. Microchannel condensers, ideally matched with the Protocol system, provide Reasor's with the flexibility to increase capacity for future needs.

RESULTS

With the eye-catching cases and service displays, energy-efficient systems and vibrant LED lighting, Reasor's new store in Bixby, Oklahoma, is exceeding expectations of store managers and customers. Utility costs are lower, shrink has been reduced and shoppers have been found to linger longer in the store.