



**2015 PAVE Student Design Competition  
STORE DESIGN CATEGORY  
Sponsored by**



**ABOUT KROGER**

Kroger was founded in 1883 in Cincinnati, Ohio. It is the largest grocery chain in the US, with 2600 stores coast to coast, representing multiple formats and banners in 34 states and serving 8 million customers a day. Much of Kroger's growth has been through acquisition, so in addition to the Kroger banner, it is recognized by multiple banners in regions across the country, including: Fred Meyer, QFC, Ralphs, King Soopers, Frys, Smiths, Dillons and Harris Teeter.

A prominent new store format for Kroger is known as "Marketplace". It has approximately 100,000 sf of selling space and features fresh foods, groceries, drugs and general merchandise. Within the format is a 6,000sf area where hot and cold fresh prepared foods and beverages are available for on-site consumption or carry-out, a coffee shop, sushi bar and seating. The 2015 PAVE design challenge will focus on this area of the store.

**THE STORE DESIGN CHALLENGE**

Kroger seeks to continuously grow its customer base and build loyalty across multiple regions in the US by consistently providing a convenient and comfortable shopping experience that makes shoppers want to return, focusing on good prices, offering the right products and having friendly store employees. While there are high expectations of being able to purchase items that are routinely "on their shopping list", these are generally items they take home for subsequent use or consumption. Kroger aspires to provide a deeper emotional connection through the creation of a "third place destination" that is centered on the enjoyment of food. This may be an opportunity to share a meal with family or friends, or to taste and learn about new foods or new ways of preparing familiar foods. It may also provide a place to experience a sense of community inspired by the concept of sharing food, a cup of coffee or a glass of wine, and offer a meeting destination or simply a place to relax.

The new design should explore ways to enhance the relationship shoppers have with the purchase and consumption of fresh prepared foods as a key focus of the Marketplace format. It should provide a highly appealing destination for shoppers of all ages, ethnicities and demographic backgrounds to share a range of food types that represent local traditions and a variety of ethnic heritages. It should be perceived as fresh, uplifting, welcoming, convenient, authentic and locally relevant and present a compelling community gathering space that inspires a sense of social connection, and enhances the value of the shopping experience.

## **SCOPE INCLUDES:**

### **Layout**

- Layout of all areas to provide service and self-service fresh prepared food and delicatessen offerings within context of adjacent store departments and functional elements.
- The attached plan indicates the space currently allocated for fresh prepared foods and delicatessen. It is intended to provide general proportional reference and the context of adjacent departments, though it is not a requirement to use this same area for the new designs.

### **Primary components:**

- Fixtures providing customer facing service and display of fresh prepared foods and delicatessen items, as relates to appearance of material and color and overall size and proportion.
- Self-service sales area elements (cases, shelving, displays, etc.) for products in packaged and bulk form.
- Service coffee shop
- Service refrigerated delicatessen salads, entrees, sliced meats, cheeses and hot/cold fried chicken.
- Self-service refrigerated beverage center
- Indoor seating for minimum of 50 people
- Outdoor seating for minimum of 40 people in front of store
- Separate store entry for direct access to/from prepared foods area
- Checkout counters (4 registers)
- On-line order pickup counter
- Condiment counter with trash/recycling

### **Environmental design:**

- Graphic elements that provide way-finding as well as communication of menu items, point of sale and essential product and pricing information.
- Wall treatments –colors, textures and materials
- Overhead elements –including ceilings above exposed food product as required by food safety codes
- Flooring (color and materials)
- Lighting (artificial and natural)

### **Optional components:**

- Bar area for wine and beer tastings and service
- Cooking school
- Community space/Classroom
- Upper level or mezzanine to accommodate expanded offerings (as listed above) or additional seating. (Stair and elevator access must be included.)
- Children's play area
- Entertainment stage
- Digital kiosks for on-line ordering
- Architectural design of building elements between indoor and outdoor seating

**Scope excludes:**

- Supporting kitchen preparation, storage and clean-up
- Public restrooms

**Potential inspiration sources:**

- Grocery stores (chains and independents)
- Other retailers (general merchandise, apparel, specialty, etc.)
- Restaurants (fast food, fast casual, formal)
- Coffee shops
- Bars
- Urban market halls
- Farmer's markets
- Community gathering spaces (town centers, parks)

**PRESENTATION REQUIREMENTS AND FORMAT**

- Each entry should be submitted in an 8-1/2 x 11 or 8-1/2 x 14 inch bound booklet, not to exceed 12 pages (cover page is not included in the page count).
- The design may be hand-drawn, rendered, photographic, and/or computer-generated.
- Students also must submit a copy of their design in PDF format entry on a CD. A PDF version of the booklet is also required.
- The submission should address the general requirements above at a scale and composition determined by the student. A written concept statement limited to two paragraphs must highlight the unique fixture design, the rationale for design decisions, material selections, and the demographic for whom the design was made.

**GENERAL INFORMATION AND ENTRY REQUIREMENTS**

- This competition is open to undergraduate college students only.
- Students may only enter ONE category; either the visual merchandising category or the store design category.
- The student's name and school name is not to be visible anywhere on the presentation pages or cover.
- Each entry must include a printed entry form and disclaimer clipped to the back of the entry.
- Each entrant must complete and submit an online copy of the entry form as well.
- Students must also submit a copy of their entry on a CD or DVD in a PDF format with the entry. Please make sure to label the CD or DVD.
- Students are advised to keep a copy of their entries, as entries will not be returned.
- All questions should be directed to [pave@paveinfo.org](mailto:pave@paveinfo.org)

**Entries must be received by 5:00 p.m. Eastern time on Monday, October 26, 2015.**

Send to:

The Kroger Co.  
PAVE Entries Attn: Ken Pray  
1014 Vine Street  
Cincinnati, Ohio 45202

**Please do not contact Kroger with any questions regarding the competition, this address is for entries only. For all questions regarding the competition contact PAVE at [pave@paveinfo.org](mailto:pave@paveinfo.org)**