



**2015 PAVE Student Design Competition
VISUAL MERCHANDISING 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.

VISUAL MERCHANDISING CHALLENGE

In many locations, food trucks or food carts provide temporary and spontaneous prepared food destinations reflecting a broad variety of fresh food offerings. Farmer's Markets and Market Halls also provide similar experiences that are highly sensorial, appealing and memorable within unique local settings.

The challenge is to design and create vignettes for local food vendors that clearly reflect variables driven by geography and demographics. Integrate fresh prepared food elements that positively reflect the energy and intrigue of such local settings in designated points positioned within a typical supermarket context. The selling environment should be defined by fixture placement, to include fresh prepared foods, and related merchandise, signage and visual presentation.

While some basic assembly or final cooking steps should be accommodated within the vignette, it is assumed that primary food preparation, storage and clean-up will be provided off-site.

GENERAL REQUIREMENTS:

- Develop an innovative fixture to house hot and/or chilled “on the go” fresh prepared foods.
- Consideration should be given to functional aspects of display and accommodation of basic assembly and/or final preparation steps.
- Incorporate visual presentation, signage, and fixturing to create an identifiable and compelling image and incorporated into all fixtures.
- Provide focal display elements.
- Menu boards for prepared foods need to be designed and displayed in the shop.
- Graphics must be considered as part of the overall aesthetic of the space, point of sale and essential product and pricing information.
- Overhead elements –including ceilings above exposed food product as required by food safety codes.
- Dimensions: Approximately 8’ x 10’ of floor space.
- Storage on fixture units is optional. Backroom storage does not need to be considered.
- Provide opportunities for strong vendor recognition and vendor identification within the Kroger branded environment.

SCOPE EXCLUDES

- Supporting kitchen preparation, storage and clean-up which are assumed to be back of house elsewhere in the store or off-site.
- Design of adjacent departments (other than general rearrangement if applicable)

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 approach to the concept, 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 an 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

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