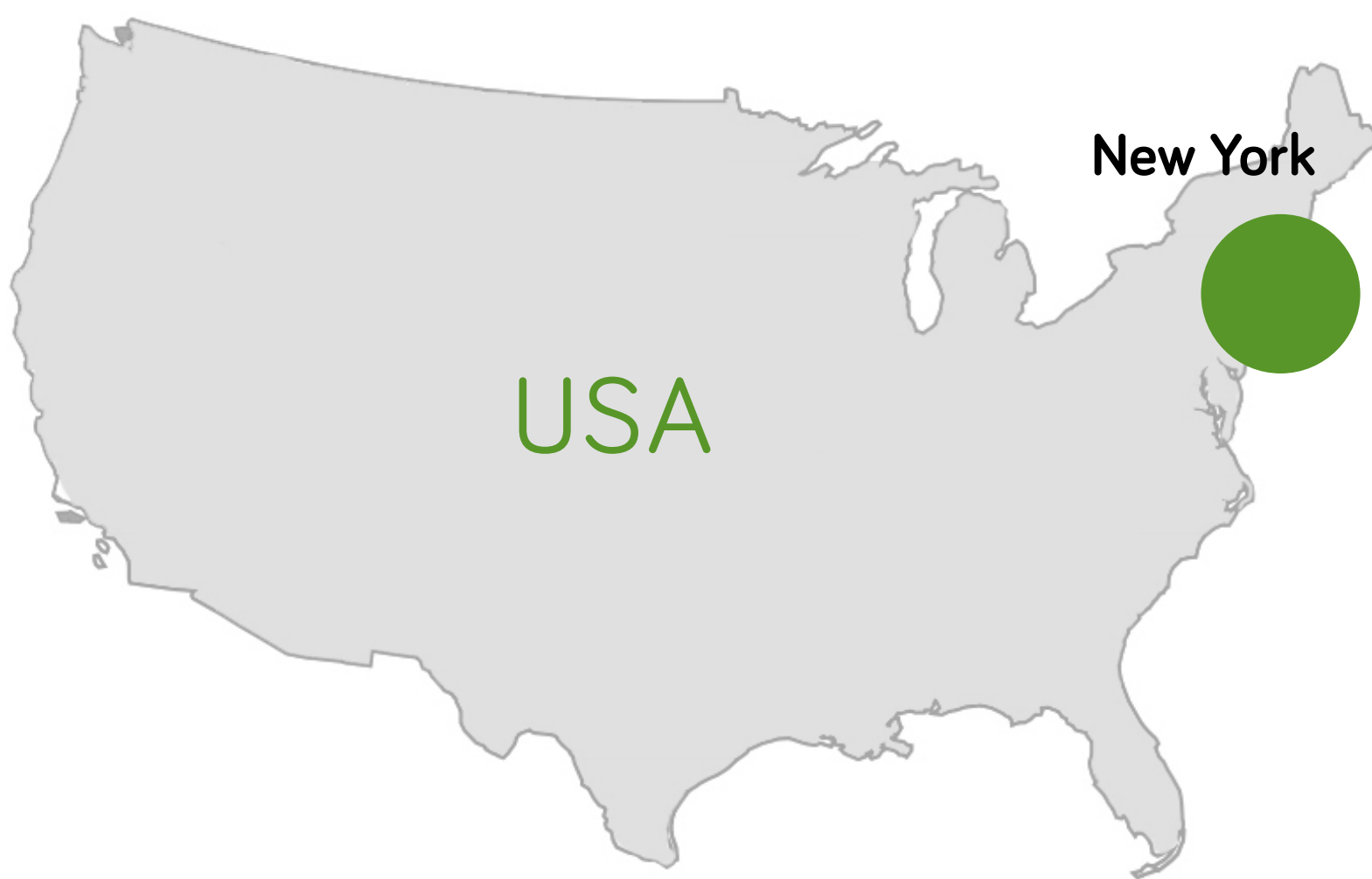


FORAGERS

Foragers NEW-YORK (USA)



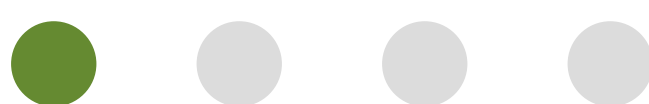
Where is it?

Due to its population (9 million inhabitants), living standards and cultural diversity, **New York is a vibrant retail destination.**

A number of commercial initiatives have been taken in Manhattan and Brooklyn, New York's new gentrified district. This is precisely the case for Foragers, which opened its first store in Brooklyn in 2005 and a second in Manhattan in 2012.

In the meantime, Foragers opened its own farm in Colombia in 2009.

By Olivier Dauvers



HOME

Foragers NEW-YORK (USA)



What is it?



The ambience in stores cultivates the elitist dimension of the concept: furniture is mostly made from wood, products are presented "raw" to emphasise their natural origins (e.g. the leaves are always left on carrots), dark ceilings and directional lighting to focus the customer's attention on the products etc.

Foragers combines several clearly identified trends in a single concept to create the store of tomorrow: local suppliers, natural products and distribution

(contracting of distribution and restaurants).

Using very local suppliers, Foragers caters to "locavores", customers for which the distance travelled by a product is a determining factor. To demonstrate its commitment, Foragers has also purchased farming land just an hour away from Manhattan.

The company uses it to grow the vegetables it sells and raises chickens to supply eggs.

For its other products, Foragers guarantees its sources down to the farm, taking a similar position to Whole Foods (hormone-free, antibiotic-free etc.), the US leader in organic and natural food stuffs.

Lastly, Foragers also offers "raw" products as well as takeaway and ready-to-eat products prepared in the store by a real chef.

By Olivier Dauvers



HOME

Foragers NEW-YORK (USA)



Key figures



Store
opening
2012



Sales
floor
340 m²



Investment
US \$1 M

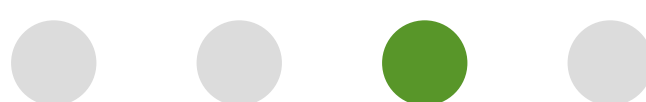


Turnover
US \$10 M



This is the second foundation of the concept: the sale of ready-to-eat products. Cold products on one side (salad bar), and hot dishes on the other, prepared on site each day by a real chef.

By Olivier Dauvers



HOME

Foragers NEW-YORK (USA)



What is interesting about it?

Foragers is representative of the creative streak in American food retailing. Running counter to the strategies which prevailed during the 90s and 00s, the size of the sales floor is not the determining factor. The essential factor is the positioning of the brand, its mission and its convictions. In this regard, the way in which Foragers puts it into practice is still to be seen, whether we are talking about out-of-store or in-store communications. Lastly, given its individual vision of foodstuffs overall, Foragers takes a comprehensive approach: it is both a mini-supermarket for takeaway products, and a restaurant (55 covers, 120 m²) for on-site consumption. Both use the same types of products: local, natural etc.

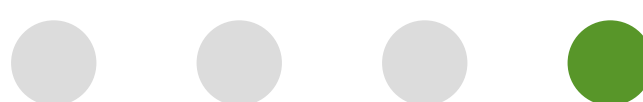


Foragers is clearly looking to differentiate its positioning as a trader, down to the sales floor: "Foragers brings clean and ethical food of the highest quality to our customers by shortening the distance between farm and fork".



At the same time, Foragers also provides a library area with "militant" literature: organic, nutrition, well-being etc.

By Olivier Dauvers



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