

FRECO SUPERMARKET

New Independent Supermarket Opens in Plantation

13K Store Opens in West Broward County

FRECO Supermarket, 13,000 sq. ft. independent, opened October 28 at 109 North S.R. #7 in the City of Plantation. The new store represents combined efforts of long-time friends and business associates, Franklin Mejia, Rudy Corona and Edwin Ferreira. The trio are along-time grocers and owners/operators of food stores in the New York Tri-State area, particularly in The Bronx and Manhattan.

For their first store in Florida, the three men selected one of the oldest – and at one time – hottest retailing location in all of Broward County. The northwest corner of the W. Broward Blvd./S.R. #7 intersection was the one-time home to a Kings Department Store and a shopping center co-anchored for many years by a Food Fair supermarket. The whole intersection, in fact, was a hotbed of activity at one time, sporting three supermarkets. The aforementioned Food Fair, a Grand Way (Grand Union's combo dry goods & food effort), and on the south side of the street a Winn-Dixie. In the late 50s and early 60s, the area drew shoppers from across the Plantation area, west and north from Ft. Lauderdale, and shoppers from as far north as Margate would travel south to do their weekly shopping at this mecca. Well, Food Fair and Grand Union/Grand Way are gone,



FRECO SUPERMARKET – A new 13,000 sq. ft. independent located at the intersection of Broward Blvd. and US Highway 441 (S.R. #7) in Plantation, FL opened October 28. The store is the genesis of long-time friends and business associates Franklin Mejia, Rudy Corona and Edwin Ferreira.

and the Winn-Dixie shuttered its doors many years ago.

A recent resurgence in the area heralded by large numbers of incoming residents of West Indian background, has brought new life to the West Broward Blvd./S.R. #7 corridor.

"We know this market and we know how to serve this clientele," Corona told TODAY'S GROCER. Both Rudy and Franklin were born in the Dominican Republic. Edwin was born in New York City of Dominican parents. Together, the three are confident their backgrounds

and expertise will spell S-U-U-C-C-E-S-S in addition to F-R-E-C-O.

The store that they have opened is no time worn antique. It is all new in every respect. The three took over their store early in 2003 and quickly set about gutting the site and transforming it into the store of their dreams. Their hard work has paid off. A total makeover has resulted in an impressive store, spacious in its appearance with heavy emphasis on perishables. There are spacious produce, service, meat and seafood departments. The three have installed a Pan

Plus Hot Bread center near the entrance.

Assisting Franklin, Rudy and Edwin in the management of their new store and its staff of approximately 35 associates are Assistant Manager, Angel Sanchez, Meat Department Manager, Rafael Bautista and Produce Manager, Javier Aguillo.

To supply their new store, the men turned to Southeast Wholesale Foods of Miami, FL as their primary supplier. SWF worked closely with the men in helping them to get the new store up and running. "We selected Southeast Whole-



STORE OPERATORS Franklin Mejia, Rudy Corona and Edwin Ferreira receive opening day congratulations from Southeast Wholesale Foods, Sales Manager Gen. Mdse./HBC, Robert Fundora (far left), Southeast Frozen Foods Pres./CEO, John Robinson (second, right), and Southeast Wholesale Foods President, Scott Nicholson (right).

sale Foods as our primary supplier, because of their high service levels and reputation," Rudy Corona said. Electronic checkout systems at the six front-end checkouts are from International Systems & Electronics (ISE). To help round out its ethnic product mix, the three men are using a group of distributors including Iberia Foods, Goya and Ocho Rios, all based in Miami.

If the initial response to their new supermarket is any indication, Rudy, Franklin and Edwin may be spending more time at work than planned and not as much time at home with their fami-

lies. Rudy and his wife, Emely have three children. Franklin and his wife, Nelly, are the proud parents of four children, while Edwin and his wife, Jasmine, are the proud parents of a son.

The new store, located just a short 10-minute drive west of Ft. Lauderdale, is open Monday-Saturday from 7:00 a.m. to 10:00 p.m., and on Sunday from 7:00 a.m. until 9:00 p.m.

There's a new group of independent operators beginning to make its mark in the Sunshine State. Why not drop by the corner of Broward Blvd. and S.R. #7 and see for yourself.



CONGRATULATIONS – Freco Supermarket operators, Franklin Mejia, Rudy Corona and Edwin Ferreira – the F, R, and E in FRECO receive congratulations from Southeast Wholesale Foods Sales Manager Gen. Mdse./HBC, Robert Fundora (right).



Co-operator, Rudy Corona (left) pictured with Asst. Mgr., Angel Sanchez (right) "Angel is the best," Corona tells TODAY'S GROCER. "We couldn't have done this without him. He's been with us from the very beginning."



OPENING DAY CROWDS were consistently large throughout the day as witnessed by the mid-morning photo of action at the checkout area.