

A NEW SURVEY of San Francisco's Southeast Sector residents administered by community groups and City agencies reveals overwhelming support for improved and new food retailers. A FORMULA has emerged : top quality + wide variety + first-rate atmosphere = success!

Southeast Sector food consumers CRAVE high quality options, variety, and a pleasant shopping experience

Excluding produce, high quality meat and fish were ranked as "most important"

No current retailer comes close to meeting consumer demand

Tremendous Business Opportunity

Half of area consumers make 2 or 3 trips to the store each week

30% of shoppers shop for between two and three children

94% of Bayview Hunters Point residents surveyed said they would actively support new food options in their neighborhood

"Values" like organics resonate with consumers in the Southeast Sector

Large format stores are favored by area consumers

81% of respondents rated "freshness" as the most important factor when choosing a place to shop for food, far more than those who prioritized affordability

Retail sales leakage for full service grocers is a whopping \$38 million

58% of residents surveyed said that they frequently buy their groceries at Safeway

50,000 urban consumers with money, an appetite for quality food...and no place to shop. Sense an opportunity?

See www.shapeupsf.org for more