

YOU'VE
COME TO
THE RIGHT PLACE
| FRESH
| FOOD
| MARKET

schweitzer 

Facts & Figures

CLIENT

Fresh Food Market

SHOP NAME

Fresh Food Market, Square One

LOCATION

Cairo, Egypt

SALES AREA

1099 m²

OPENING

28th October 2023



Context

The Fresh Food Market brand is part of the renowned and long established Al Mansour Holding Group. As founders of the highly acclaimed supermarket chains Metro Markets & Kheir Zaman, they significantly contributed to developing the concept of food retailing in Egypt.

Concept

The aim of the **store concept** is the utmost customer satisfaction by providing an impeccable service throughout the whole shopping experience. From the food and fresh counters, over the several seating areas, to the checkout zones providing a customized packing service – the customer's satisfaction is always at the center of attention.

The overall **design concept** stands out by its unique approach that follows the current trends in fashion and luxury in order to address a young and wealthy target group. The minimal approach on the inside represents a **high contrast** to the luxurious use of colors on the outside.





HIGHLIGHTS

Dichroic foil & flooring

Dichroic foil that reflects the sunlight in a myriad of colors was applied to the curvy façade. Depending on the solar radiation and the time of day, the foil shines in **different colors** that reflect on the exterior and interior of the market, continuously changing the atmosphere.

Leading from both entrances towards the shopping space, the Palladian flooring provides an outstanding eyecatcher. Made of **Egyptian marble**, it creates an impressive patchwork that required highly qualified craftsmanship.

HIGHLIGHTS

Flexible counters

The fresh and gastronomy departments have flexible counters that can be transformed **from service to self-service** as necessary.

A dedicated pop-up island can be quickly implemented and adapted to trends, seasons and events.





HIGHLIGHTS

Charming messages

As part of the branding concept, the Interstore experts developed a series of messages, applied on counters and panels, that accompany the customer flow with a friendly wink: “**Whatever is yummy, goes into my tummy.**” or “**A Smile is the prettiest thing you can wear**”.

HIGHLIGHTS

Visual Merchandising

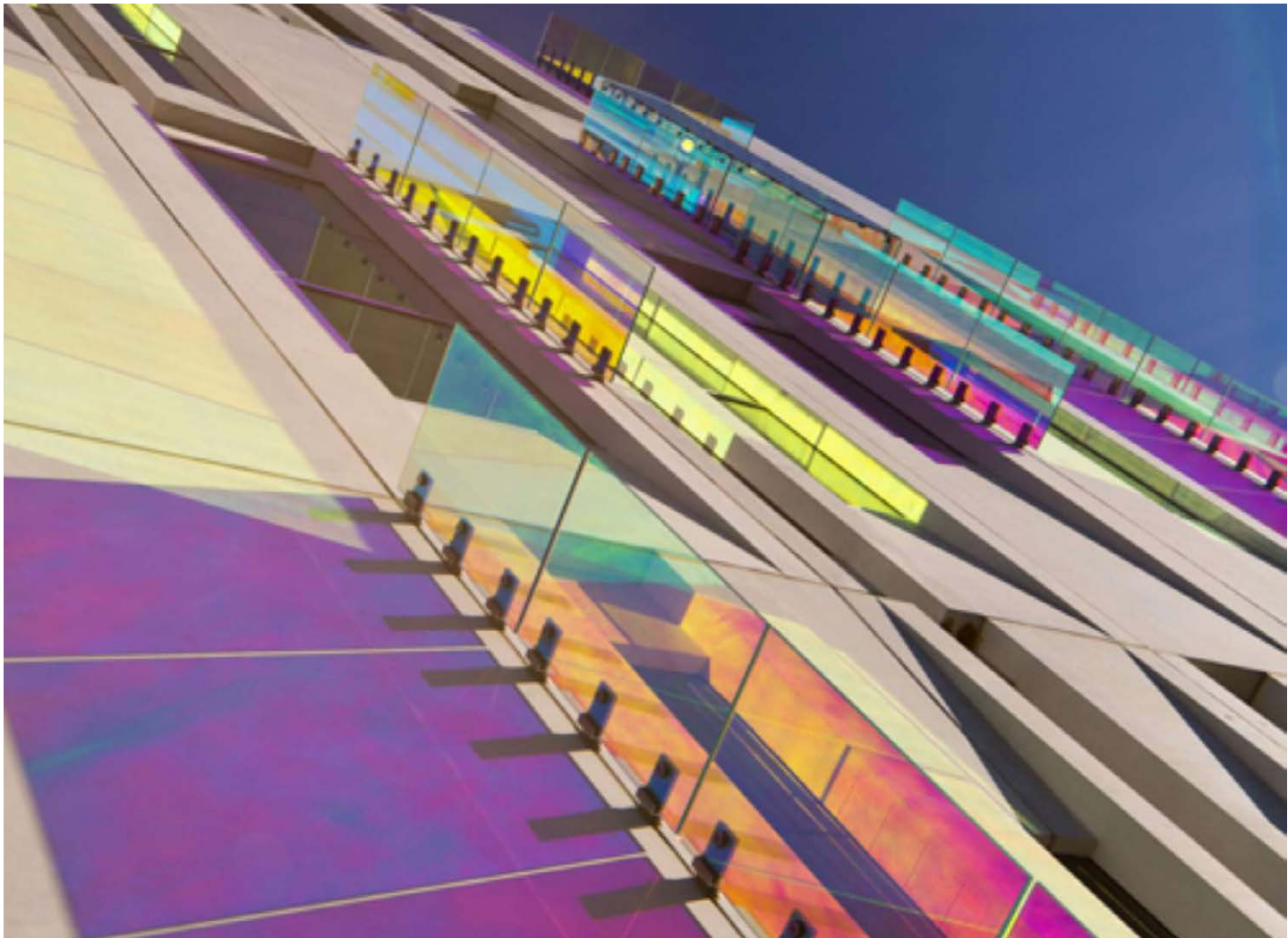
The dichroic foil served as inspiration for the impressive visual merchandising concept. Colours and shapes were taken from the colour spectrum of the foil and appear throughout the store. Each food island was assigned its own colour with **accessories** and other decorative **elements** that can be changed in colour.



Look & Feel

جديد
طعام
سوق

FRESH
FOOD
MARKET



DESIGN BUILD



DESIGN BUILD



FRESH FOOD MARKET

YOU'VE COME TO THE
RIGHT PLACE
FRESH
FOOD
MARKET
OPEN DAILY:
08:00 AM 01:00 AM

SUSHI BAR

WELCOME TO
FRESH FOOD MARKET

BAKERY
BUTCHER
SEAFOOD - GROCERY
FRESH SALADS
SUSHI
JAPANESE YAKITORI
IMPORTED FRUITS & VEGETABLES
BARISTA
BREAKFAST
LUNCH • DINNER
CHEESE & DELI

OPEN DAILY:
08:00 AM - 01:00 AM











SOFT & CRUSTY







we think retail.

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