

Rivertown Market Begins Search for Hyperlocal Products

Neighborhood market sets goal of 2,000 local products upon opening

Grand Rapids, Mich. – As excitement for Rivertown Market continues to grow, Meijer announced today that the retailer's fourth small format store is searching for hyperlocal products to fill its shelves upon opening later this year.

Store Manager Marcus Reliford set a goal of 2,000 local products and is inviting local businesses to submit their offerings for consideration [here](#).

"We want to help local businesses succeed," said Reliford, a Detroit native who joined Meijer in September 2020 to lead its first Detroit small format store, which will be located in the city's East Jefferson Corridor. "We want to showcase all Detroit has to offer and believe Rivertown Market is place to do it."

Much like the retailer's three other small format stores – Bridge Street Market in Grand Rapids, Woodward Corner Market in Royal Oak, and Capital City Market in Lansing – Rivertown Market will focus on offering customers a unique shopping experience and feature a vast assortment of fresh food; artisan groceries; and Meijer and national brand products at low prices.

Meijer will leverage its ongoing partnership with [RangeMe](#), an ECRM company and the industry standard online product sourcing platform, to manage all Rivertown Market's product submissions by qualifying and connecting suppliers with the appropriate buyers. Reliford and his team will review products weekly to determine if they should be added to the store's assortment.

Construction is currently underway on the 42,000-square-foot standalone neighborhood market. It will create approximately 60 jobs, offering competitive wages, access to health benefits, as well as a 401(k) program with a company match.

"Our small format stores have always had the autonomy to stock the local products that fit their communities' needs," said Justin Stricklen, Director of Market Format Stores for Meijer. "This is the first time we've put out a call for those vendors to raise their hands and showcase their offerings. We believe there is a lot of potential out there, and we're excited to begin building those lasting partnerships to benefit our customers."

About Rivertown Market

Rivertown Market is a new neighborhood grocery store operated by Meijer that focuses on bringing fresh food and value to customers in a market-like setting. As a standalone market in the East Jefferson Corridor in the City of Detroit, Rivertown Market will provide residents and businesses alike access to fresh food and easily accessible convenience items in a one-of-a-kind store.

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Additional assets available online: [Photos](#) ⁽¹⁾

<https://newsroom.meijer.com/2021-02-19-Rivertown-Market-Begins-Search-for-Hyperlocal-Products>