

## **Fourth neighborhood market opened by Meijer, second in Metro Detroit**

**Grand Rapids, Mich.** - Rivertown Market, the new neighborhood market by Meijer and one of the few grocery stores in downtown Detroit, is slated to open Oct. 6 in the city's East Jefferson Corridor.

The market is focused on bringing a mix of local, fresh food and value to customers in the region, and marks the retailer's second small format store in Metro Detroit, Store Manager Marcus Reliford said. It's the retailer's fourth in Michigan, following the openings of Bridge Street Market in August 2018, Woodward Corner Market in January 2020, and Capital City Market in October 2020.

"I grew up in this town and am very proud to be back with a great team in place to ensure Rivertown Market provides a unique shopping experience to customers in the city of Detroit," said Reliford, who joined Meijer in September 2020 with 15 years of retail experience. "We are excited to open our doors, be a good neighbor and work every day to have the best products on our shelves."

The 42,000-square-foot market will feature a vast assortment of fresh and prepared foods, including bakery items, fresh meat and deli offerings; and Meijer and national brand products at low prices; and an estimated 2,000 local, artisan items, including Pizzaman Pizza, Bon Bon Bon, MexiBake Bakery, Crystal Eikcay Skincare and Crown of a Woman. It will boast a Great Lakes Coffee that specializes in nitro brews and low/medium roasts, and an extensive beer, wine and liquor counter.

Rivertown Market will feature open-air elements, a design inspired by local culture in the city's East Jefferson Corridor, and three garage-style doors that open to an outdoor fresh produce and floral area in warmer months. Additionally, local artists Desiree Kelly and Cameron Jenkins painted a mural of vibrantly colored produce on the side of the market near its parking lot entrance.

Rivertown Market will also feature:

- Flower shop, featuring local Avanti Greeting Cards
- Expansive 4,700-square-foot produce department complete with a 52-foot wet wall
- Fresh and prepared foods, including bakery items, fresh meat and deli offerings
- An expansive alcohol assortment, featuring a 24-foot wide by 14-foot tall liquor wall with rolling ladder
- Basic cleaning items and health and beauty care products from local, black women-owned businesses
- 23-foot ceilings with open air elements and a pedestrian-friendly design

### **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.

For further information: Christina Fecher, 616-735-7968, [christina.fecher@meijer.com](mailto:christina.fecher@meijer.com)

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