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Price Chopper opens new 19,000 s/f concept store - Price Chopper Limited in Saratoga Springs

May 21, 2012 - Upstate New York

Price Chopper holds opening of Price Chopper Limited, a first-of-its-kind concept store, that provides the surrounding residential community with a smaller, full-service grocery store designed to meet the needs of the community and to complement the larger nearby Price Chopper stores.

The new store, located within the Market Center development at the corner of Railroad Place and Church St., was built in response to neighbors' requests for a quality supermarket within the walkable neighborhood. Price Chopper developed the new concept to provide a full-service shopping experience with limited selections in a smaller, 19,000 s/f footprint.

"At first, many neighbors were concerned that the development of Market Center meant we were going to leave the neighborhood," said Jerry Golub, Price Chopper president and CEO. "Even though we have a much larger, full-service supermarket just up the road, we were intrigued by the idea of a small format store in an easily accessible residential setting that would offer staples consistent with Price Chopper's 'Best in Fresh' quality and value. Our long established history in Saratoga, coupled with the enthusiastic requests made by our neighbors, provided added impetus to this project. Price Chopper Limited is a brand new concept for us. Essentially, we've designed a small supermarket within the context of a residential building and neighborhood that contains a variety of fresh and packaged products and convenience items that people need and want most. When more variety is desired, our full-service Price Chopper Super Center less than two miles away on Rte. 50 is ready and waiting. We're confident that this concept will meet the needs of the Saratoga residents who asked for it," said Golub.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540