

# Navy Yard Wegmans



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# Thesis Statement

The development of the Wegmans Supermarket in the Navy Yard will strengthen the relationship with Vinegar Hill residents.

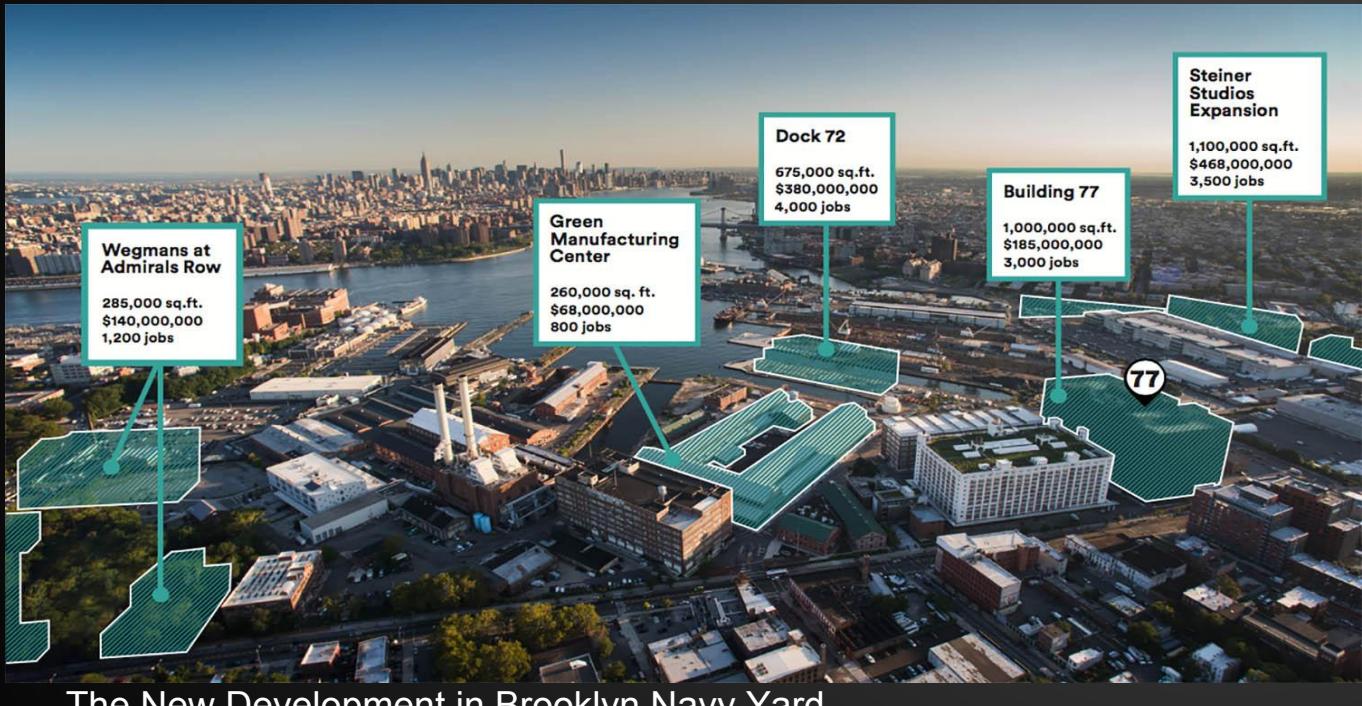
**Audience** - People in one mile radius of wegmans because closer for families and other



<https://www.wegmans.com/content/dam/wegmans/images/news-media/gallery/thumb/Wegmans-Logo.jpg>

# Renderings of Brooklyn Navy Yard

- ❖ There are four main projects and renovations in the Brooklyn navy yard
  - The wegmans supermarket
    - Five-story Building
    - The bottom Floor is for the Supermarket, Wegmans
    - The top Floors are for light Manufacturing



The New Development in Brooklyn Navy Yard

[https://cdn1.vox-cdn.com/uploads/chorus\\_asset/file/6157471/navy\\_yard\\_diagram.jpg](https://cdn1.vox-cdn.com/uploads/chorus_asset/file/6157471/navy_yard_diagram.jpg)



The Wegmans Supermarket in Brooklyn Navy Yard

<https://static01.nyt.com/images/2015/05/13/nyregion/13WEGMAN02/13WEGMAN02-master675.jpg>

# Brooklyn Navy Yard Renovations

- ❖ The Renderings of the Navy Yard Building 77
  - There are no outdoor playing places for sit, socializing but the bottom floor of the building 77
  - There will be a food hall in the bottom floor of the building 77 where people can sit, chat and socialize.
  - Food court includes Russ and daughter, cafe, Bar



Building 77 food court for people in the first floor

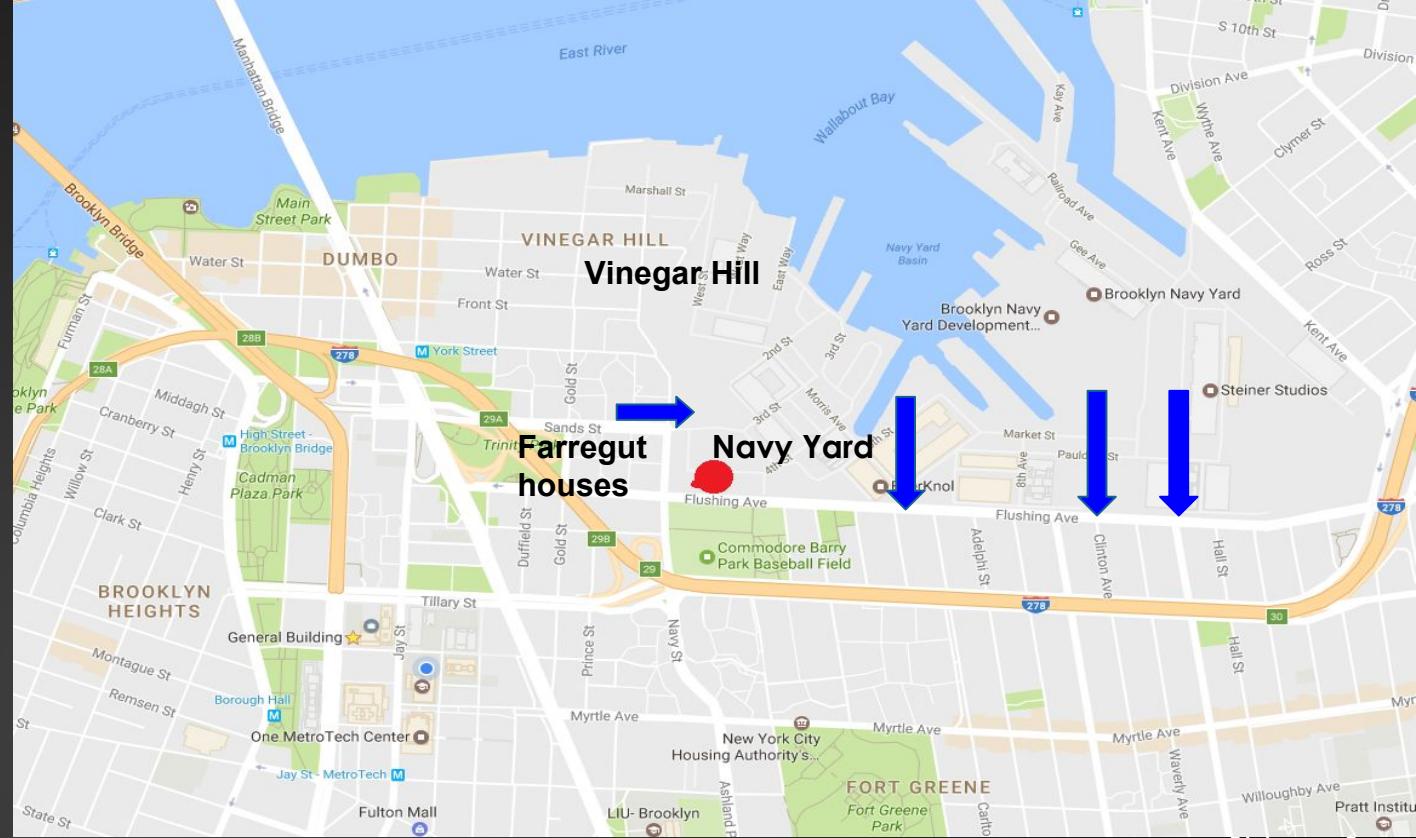
# Entrances before Renovations

- ❖ There are three main entrances Along Flushing Avenue
  - Clinton Street and flushing Avenue
  - Washington and flushing Avenue
  - Cumberland and flushing Avenue



Sand street and Navy street Entrance before Renovation

<http://www.brownstoner.com/history/brooklyn-navy-yard-history-entrance-renovation-sands-street/>



Map of the DownTown Brooklyn, Dumbo, Vinegar Hill and Navy Yard.

<https://www.google.com/maps/@40.6980209,-73.9733013,15z>

# Employment



- ❖ Hire total of 450 employees, which includes 150 full time positions
- ❖ Total amount of employees projected to increase to 600 with 250 full time position
- ❖ \$2 million to recruit and train employees
- ❖ Hire locally using the employment center at Building 92 in the Navy Yard
- ❖ The pay rate \$9.00 to \$17.00 depending on position
- ❖ Benefits - Healthcare, retirement plan, 401k, scholarships and paid vacation
- ❖ Wegmans was #1 in freshness, cleanliness and overall experience
- ❖ Ranked America's favorite grocery store

# Employment

Job Positions	Average Pay Rate Hourly
Cashier	\$9.61
Customer Service Representative	\$11.05
Manager	\$11.64
Supervisor	\$13.60
Stocking Associate	\$9.66
Pharmacy Technician	\$10.88

# Variety of Food Departments

- A Market Café—offering take-out or in-store dining, with seating for 100 to upwards of 300
- Restaurant-quality entrees, soups, appetizers, gourmet sandwiches and side dishes
- Sushi made fresh daily, in a variety of vegetable, cooked, and raw made-to-order selections
- Old-fashioned Sub Shop offering hot and cold subs/wraps, party trays, and cookies
- The Buzz Coffee Shop with specialty coffee, tea, and breakfast sandwiches
- Organic Salad Bar, Veggie Bar, Homestyle Bar, and Asian Bar
- Pizza Shop featuring thin-crust pizza, calzones and chicken wings
- Bakery—European breads and rolls, water-boiled bagels, muffins, pies, cakes, and pastries
- Nature's Marketplace—natural and organic foods, supplements, premium teas, and foods for special dietary needs, including gluten-free
- Pharmacy, offering free home shipping, automated refills, and even pet medications
- Housewares and seasonal merchandise—everything to entertain, prepare, serve, and celebrate food
- Floral Shop, greeting cards, and gifts
- Health and beauty care products; cosmetics; bath and body

<https://www.wegmans.com/about-us/company-overview.html>

<http://cdn.pymnts.com/wp-content/uploads/2016/03/Wegmans.jpg>



[http://www.groceryheadquarters.com/images/cache/cache\\_f/cache\\_f/cache\\_c/produce4\\_R1-e7c17cff.jpeg?ver=1468565746&aspectratio=1.5037593084962](http://www.groceryheadquarters.com/images/cache/cache_f/cache_f/cache_c/produce4_R1-e7c17cff.jpeg?ver=1468565746&aspectratio=1.5037593084962)

# Food and Family

With the development of the Wegmans, Vinegar Hill residents now have an organic supermarket within proximity to their homes. Prices of produce and other foods are yet to be determined but compared to already opened wegman supermarkets, it should be affordable to vinegar hill residents.

"With 50,000 to 70,000 products (in the largest stores), compared to an average of just over 40,000 (according to the Food Marketing Institute) in most supermarkets. More than 3,000 organic products throughout the store. Stores run 75,000 to 140,000 square feet in size, with spacious aisles."

*consistent low prices!*

## low prices on more family items

We know it takes a lot of effort to feed your family healthy foods on a budget; **we can help.** That's why we have **consistent low prices** on more family items.



Wegmans  
Canned Vegetables  
14.5-15.25 oz. can  
(select varieties)

.49



Wegmans  
Almondmilk  
64 fl. oz.

2.49



Wegmans  
Salad Blends  
5 oz. Clamshell

2.49



Large Cucumbers

3 for  
2.00



Wegmans  
Single Serve  
Capsules  
12 ct. (select varieties)  
WITH SHOPPERS CLUB CARD

4.49



Wegmans  
97% Fat Free Ham  
(Deli Dept.)

5.99  
lb.



Wegmans  
Potato Chips  
10.5-11 oz. (select varieties)  
WITH SHOPPERS CLUB CARD

2 for  
3.00



Wegmans  
Frozen  
Potatoes  
16-32 oz., Fries,  
Tater Puffs or  
Hash Browns

1.69



Wegmans  
Frozen Farm  
Raised Tilapia  
Fillets  
32 oz. (individually  
wrapped)

4.99  
lb.



Wegmans  
Fresh  
Farm Raised  
Canadian  
Certified Organic  
Live Mussels  
2 lb. bag

4.98



Wegmans  
Organic  
Fresh  
Farm Raised  
Canadian  
Certified Organic  
Live Mussels  
2 lb. bag

4.98

WM 4/15

<http://www.myweeklyads.net/wegmans-weekly-ad-august-21-august-27-2016/>

# Wegmans Flyer

This flyer is an example of what prices would be like for the Navy Yard Wegmans.

Wegmans is a supermarket chain with 92 stores: 46 in New York, 17 in Pennsylvania, 7 in New Jersey, 10 in Virginia, 8 in Maryland, and 4 in Massachusetts.

**Wegmans**  
Food Markets

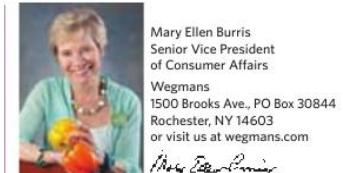
**consistent low prices!**  
buy what you want when you want it

<b>Yams/Sweet Potatoes</b> <b>.79 lb.</b>		<b>Wegmans Boneless Skinless Chicken Breasts</b> 5 lbs. or more <b>1.88 lb.</b>	
<b>Broccoli Crowns</b> <b>1.49 lb.</b>		<b>Wegmans Pork Tenderloin</b> In Keeps Fresh packaging. 4 pcs. per pkg. <b>2.69 lb.</b>	
<b>Wegmans Premium Orange Juice</b> 64 fl. oz. (Excludes organic) <b>2.49</b>		<b>Wegmans Frozen Vegetables</b> 12-16 oz., Regular or Steamables (select varieties) <b>.99</b>	
<b>Wegmans Sparkling Water</b> 12 pk./12 fl. oz. cans (assorted flavors) WITH SHOPPERS CLUB CARD <b>4 for 10.00</b>		<b>Pepsi-Cola</b> 12 pk./12 fl. oz. cans (all varieties) Must purchase quantity stated. LIMIT 8 (12 PACKS) WITH SHOPPERS CLUB CARD <b>4 for 10.00</b>	
<b>Wegmans Beans</b> 15.5 oz. can (select varieties) <b>.65</b>		<b>Wegmans Solid White Albacore Tuna</b> 6 oz. in water <b>LIMIT 4 CANS</b> WITH SHOPPERS CLUB CARD <b>.99</b>	

Prices in effect Sunday, April 9 through Saturday, April 15, 2017  
7905 Hilltop Village Center Drive, Alexandria, VA 22315 • (571) 527-2400 • Open 6AM-Midnight  
Supplement to: Washington Post/The Sun

MFR-discounts on certain items (marked MFR) are supported by the manufacturer, we are required by law to charge sales tax on the manufacturer sponsored portion of such offers.

Quantities limited only when necessary.



## Easter and Eggs

Maybe it's my fond memories of childhood "Easter Egg" hunts that make me always link Easter with eggs. And then there was the year my brother and I decided to surprise our parents by hiding eggs for them to find BUT not realizing that the eggs had to be cooked! Whatever...here's a technique for "Easy-Peel Hard-Cooked Eggs" that caught my eye in an issue of Cook's Illustrated magazine last year. It uses a steamer basket; I have one of those collapsible ones but if you don't have one, use a spoon or tongs to gently place the eggs in the water.

Bring 1 inch of water to a rolling boil in medium saucepan over high heat. Place eggs in steamer basket and transfer the basket to the saucepan. Cover, reduce heat to medium-low, and cook for 13 minutes. When eggs are almost finished cooking, combine 2 cups ice cubes and 2 cups cold water in medium bowl. Using tongs or spoon, transfer eggs to ice bath; let sit for 15 minutes. There's no need to peel the eggs right away; they can be stored in their shells and peeled when needed.

Whether you hide eggs or just like to "devil" them now and then, let me know how you like this technique.



# Social Impact

The opening of the Wegmans will bring residents together. People who wouldn't normally see each other in the neighborhood will most likely develop familiar faces with each other. People could learn from one another based on the products they purchase. It would spark conversation that wouldn't normally be held due to the lack of doing business outside in their neighborhood. A significant change would be an opening of a supermarket in the area where residents were neglected resources to any sort of fresh produce in Vinegar Hill. Now that residents won't have to travel over a mile to get fresh food, the corner stores will be a secondary source for Vinegar Hill.

# Significant Changes

- A juggernaut market: Huge, has everything.
- Primary source of market: First go to
- Secondary source of market: Will affect small markets
- Lowers diabetes: More control over eating healthier

<http://www.sciencedirect.com/science/article/pii/S0002937814016093>

[http://go.galegroup.com/ps/i.do?id=GALE|A108312056&v=2.1&u=cuny\\_nytc&it=r&p=ITOF&sw=w](http://go.galegroup.com/ps/i.do?id=GALE|A108312056&v=2.1&u=cuny_nytc&it=r&p=ITOF&sw=w)

# Conclusion

Once the development of the Navy Yard Wegmans concludes, the residents of Vinegar Hill will benefit socially and economically. The vast amount of jobs, food and new beginnings will result in the neighborhood turning towards a whole new lifestyle for the better.