



PROJECT SUMMARY

The new “P-Fresh” features fresh produce, meats, baked goods and value-added packaged meals. Refrigeration infrastructure upgrades, new market cases and doors, roof structure modifications, stockroom adjustments and department relocations were all part of the scope. The sales floor also received updated graphics, paint and flooring. Renovations to the existing stores increased food items carried by a minimum of 50%. All locations (throughout Northern and Southern California) remained open during the renovations; with a great deal of the work performed after store hours to minimize disruption.

Target P-Fresh

INDUSTRY: GROCERY

Multi-location remodels to incorporate a mini-grocery department

LOCATION: Various Locations

OWNER: Target Corporation

ARCHITECT: MBH Architects

Related Information

AREAS OF EXPERTISE:

- Grocery & Food Service
- Retail

OFFICE:

- Redwood City
- Stockton
- Irvine