

Roche Bros. Supermarket Westborough, MA

Store Graphics and Decor
Designer FRCH Design Worldwide
Architect Plan B Retail Design & Project Management., LLC
Date completed 2009



store and shop awards

Supermarket/Grocery Store

Roche Bros. Supermarket
Westborough, Mass.

GRAND prize | TIE

Architecture: Plan B Retail Design & Project Mgt. LLC, Tolland, Conn. ARE
Design: FRCH Design Worldwide, Cincinnati ARE
General Contracting: WB Inc., Hyle Park, Mass.
Retailer/Visual Elements: Roche Bros. Supermarkets Inc., Wellesley, Mass.

This New England market design concept imagines Roche Bros. taking over a historic mill building to provide an indoor market, featuring a shop-in-shop approach to create a distinct "vendor booth" appeal. Brick and stone facing, canvas awnings, and pendant lighting complete the look, combined with tile, vinyl, Corian, Formica, and laminate flooring. Architectural graphic botanicals, recipes, and poems create a personality distinctive to the brand.

Photography: GMS Photography, Cincinnati

