
N.Y.C. Groceries Operator RFP Information Session

August 5, 2026

Housekeeping

- This session will be recorded for internal purposes only and will not be publicly distributed after the meeting
- The slide deck and list of attendees will be posted to the N.Y.C. Groceries Operator RFP (“RFP”) webpage
- A Q&A session will be held after the presentation has been completed but feel free to drop questions into the chat at any time
- Questions and answers from today’s session will be documented, a summary of which will be posted on the RFP webpage
- If there are additional questions, please submit them in the [Question Submission Form](#) (the “Form”). While questions may also be submitted via *NYCGroceriesOperatorRFP@edc.nyc*, use of the Form is the preferred method and will assist NYCEDC in efficiently managing and responding to inquiries.

Agenda

- N.Y.C. Groceries Need
- N.Y.C. Groceries Vision
- Scope of Work: Store Locations, Scope of Services
- Proposal Requirements and Selection Criteria
- Next Steps
- Q&A

N.Y.C. Groceries Need

New Yorkers are struggling to pay for groceries

Groceries have become a core pressure point in the broader cost-of-living crisis

~30%

Increase in average food expenditures since the early pandemic¹

80%

Share of New Yorkers concerned about continued price increases²

60%

Share of the New York State spend above the 6% average burden on groceries, topping out at 26% in the lowest quintile³

Conditions are exacerbated by:

- Lapses in federal assistance programs
- Increases in wholesale food prices
- Operating costs for grocers

¹ U.S. Bureau of Labor Statistics, "Consumer Expenditure Surveys: New York (2017-2023), <https://www.bls.gov/cex/tables/geographic/mean.htm#msa>

² Siena Research Institute, "After Election NYS Consumer Sentiment Rises – Tops Breakeven Point," Jan. 8, 2025. <https://sri.siena.edu/2025/01/08/after-election-nys-consumer-sentiment-rises-tops-breakeven-point-republicans-up-by-25-points-democrats-lower-by-14/>

³ Note: Quintile level data only available at state-level. However, avg. cost burden is 6% in both NYS and NYC metro

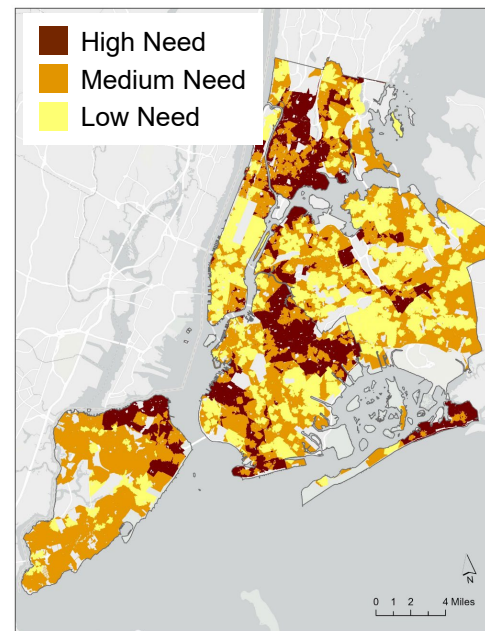
Sources: [BLS Geographic Tables](#), [BLS New York: Quintiles of Income Before Taxes, 2022-23](#), [CBPP SNAP Eligibility & Benefits](#)

More grocery stores are needed – every borough has high-need neighborhoods

NYC is underserved by grocery stores relative to the nation

- **~1,000 full-line supermarkets** in New York City, 15k square feet on average¹
- **1.5 square feet of grocery space per capita** vs. 5-10 square feet per capita nationally
- **Almost 1 in 4 New Yorkers remain in high need of a grocery store**, with areas of high need in every borough

Supermarket Needs Index (2026)



Sources: DCP categorization of NYS Agriculture and Markets Retail Stores Data, 2024. U.S. Census Bureau, "Poverty Status in the Past 12 Months" and "Selected Housing Characteristics." American Community Survey, ACS 5-Year Estimates Subject Tables, Tables S1701 and DP04, 2019-2023.

N.Y.C. Groceries Vision

A municipal option for groceries: Bringing down the cost of groceries through direct investment from the City of New York (“City”) and NYCEDC

1. Citywide Presence

Establish one N.Y.C Groceries store in each borough, with locations selected based on several factors, including the opportunity to improve food access and affordability within a neighborhood

2. Meaningful Affordability

Deliver predictable, meaningful savings on everyday grocery items, reducing household food costs and making budgets more manageable

3. Price Transparency

Make pricing clear and easy to understand so customers can see and trust the value of their purchases

4. High-Quality Jobs & Worker Safety

Create stable, family-sustaining jobs with best-in-class wages and benefits, strong workplace protections, and safe working conditions

5. Support for Small Businesses & Local Economies

Incorporate local vendors and suppliers where it is feasible to strengthen the local economy and drive foot traffic to other nearby businesses

6. Public Accountability

Set clear performance standards and report on outcomes to ensure stores deliver on affordability, quality, and service

7. Excellent Shopping Experience

Provide clean, well-designed stores that are welcoming and accessible to all New Yorkers

Affordability strategy: N.Y.C. Groceries will introduce a discounted “Core Basket” to anchor the City’s investment in affordable groceries

A discounted “Core Basket”

N.Y.C. Groceries Stores will sell produce, meat, seafood, and other essentials at discounted prices to make food costs more affordable and predictable

- **The “Core Basket” will include:** High-demand, healthy foods, and other items that matter to the communities around N.Y.C. Groceries stores
- **Pricing will be tailored to:** Deliver affordability while balancing cost to the City, competition with existing grocers, and other operational risks

Access for all New Yorkers

Stores will not be means-tested – everyone can participate

Locations in priority neighborhoods

Stores will be in higher-need areas, facilitating access among community members disproportionately burdened by the cost of groceries

Affordability strategy: NYCEDC will provide resources to make the Core Basket discount financially feasible

Operator(s) will bring...

The ability to cost-effectively source Core Basket items and sell them at a 30% discount, without compromising on quality or consistent availability

The City will bring...

Capital support: NYCEDC will fit out N.Y.C. Groceries sites for immediate operation

Rent subsidy: NYCEDC will provide the operator with zero-cost access to sites

Property tax relief: The City will not charge property taxes to the operator

Affordability Payments: Additional operating subsidy in an amount to be determined



Scope of Work

NYCEDC is seeking proposals (each a “Proposal”) from respondents (each, a “Respondent”) in response to the RFP

1

Open five (5) grocery stores that provide a unified, welcoming and excellent shopping experience for all New Yorkers; and promote the N.Y.C. Groceries brand

4

Align N.Y.C. Groceries with community needs, as well as key food, health and economic justice priorities of the City and NYCEDC

2

Provide ongoing access to affordable groceries, including a Core Basket of in-demand, healthy, fresh foods priced below market average prices.

5

Develop an efficient, financially responsible business model that delivers the above while maximizing the impact of the City’s capital, financial and/or operational support

3

Create quality jobs, including jobs that offer family-sustaining, best-in-class wages and benefits and ensure worker safety and respect

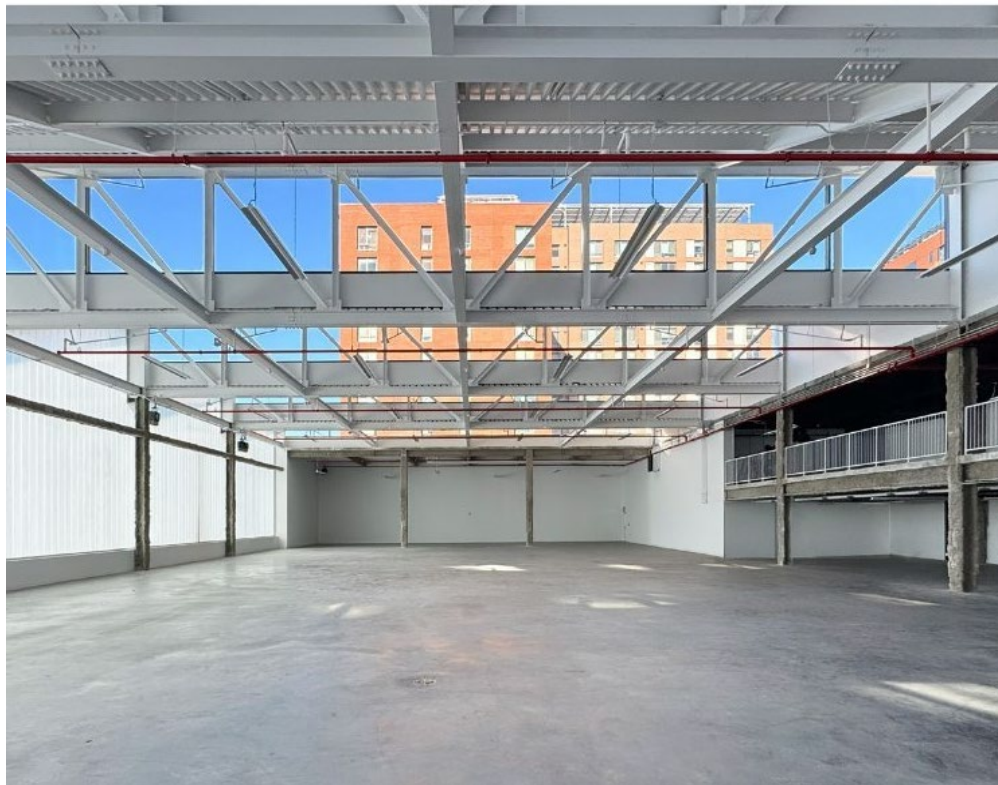
The “Manhattan Site”: La Marqueta

- Located at 1658 Park Avenue, Manhattan, NY 10029 in the East Harlem neighborhood
- One (1) of the eight (8) separate City-owned lots in the La Marqueta Public Market under the elevated Metro North railway viaduct
- Approximately ~12,000 square feet
- Target opening in 2029



the “Bronx Site”: Peninsula 1A

- Located at 1215 Spofford Avenue, Unit 8, Bronx, NY 10474 in the Hunts Point neighborhood
- Situated within Building A at The Peninsula—a large multi-phase mixed-use development with over 700 units of affordable housing
- Approximately ~15,000 square feet (including elevator accessible mezzanine storage space)
- Target opening in second half of 2027



Future Brooklyn, Queens, and Staten Island Sites

NYCEDC has established a [private sites portal](#) (the “Portal”) to collect information on privately owned locations that may be suitable for future grocery store operations.

- The Portal is a separate intake mechanism and is **not** part of the selection process for this operator RFP.
- Respondents are not required to submit a prospective private site for Brooklyn, Queens, or Staten Island, but any privately owned site referenced in a proposal must also be submitted through the Portal.
- NYCEDC may publish additional Identified Sites by addendum before the deadline for RFP response submission.



N.Y.C. Groceries Sites Portal

N.Y.C. Groceries is a new initiative to expand access to affordable, high-quality groceries across the five boroughs. The City plans to open one store in each borough by the end of 2029 to help lower food costs and strengthen neighborhood food access.

To identify suitable locations for these grocery stores, NYCEDC has created the N.Y.C. Groceries Sites Portal. The Portal allows property owners to recommend sites that could be used for future grocery store locations.

Submissions are accepted on a rolling basis.

Scope of Services (1/3)

NYCEDC will prefer Proposals from Respondents that seek to operate a larger number of N.Y.C. Groceries locations, with the strongest preference for Proposals that seek to operate all five (5) sites. Among proposals that do not seek to operate all five (5) locations, NYCEDC will give preference to Proposals that include the Bronx Site.

1. Store Operations

Manage one or more N.Y.C. Groceries sites, including:

- merchandising,
- product mix and sourcing,
- private label opportunities,
- quality assurance,
- staffing,
- on-site programming,
- security,
- facility maintenance,
- permits/licenses/approvals,
- and M/WBE participation goals where subcontracting is used.

2. Core Basket Implementation

- Stock Core Basket Categories – a selection of nutritious foods including produce, meat, seafood, and essential groceries;
- Selling Core Basket SKUs at affordable prices targeting an average 30% discount to market prices;
- maintain sufficient stock;
- manage demand fairly;
- and establish a voluntary, free-to-access savings card program.

Scope of Services (2/3)

3. Food Affordability and Access

- Ensure affordable groceries are available to New Yorkers of all backgrounds;
- accept public assistance including SNAP/EBT and WIC (Women, Infants, and Children);
- remain open to all;
- avoid means testing;
- and provide information in multiple languages.

4. Job Quality and Community Hiring

- Collaborate with NYCEDC on wages, benefits, labor practices, and working conditions;
- commit to labor peace terms if applicable;
- prioritize full-time employees;
- provide health insurance, benefits, safety training, and best efforts under NYCEDC's 'Community Hiring Program'.

5. Complementary Policy Delivery

- Develop, implement, and improve upon complementary City and NYCEDC programs that advance food, health, affordability, workforce, supply chain resiliency, and related objectives.

Scope of Services (3/3)

6. Branding, Marketing, and Engagement

Implement the citywide brand identity supplied by NYCEDC, collaborate on in-store design and layout, lead marketing initiatives, and communicate pricing, savings, and value proposition transparently and accessibly.

7. Performance Reporting

Regularly report on store performance for monitoring and compliance; metrics may include sales, workforce outcomes, product information, customer satisfaction, pricing compliance, health-promotion compliance, transactions, average transaction value, and Core Basket stocking levels.

Proposal Requirements and Selection Criteria

Submission Details and Selection

Responses Must Include:

1. Respondent Profile(s)
2. Qualifications
3. Business, Operations, and Sourcing Narratives
4. Labor Narrative
5. Site Details
6. Wider Impact Narrative
7. Affordability Payment Request / Narrative
8. Required Appendices

Please upload your proposal as a single .zip file, labeled with your company and the title of this RFP.

Selection Criteria

- **Respondent qualifications and preparedness – 45%**
 - **Strong respondents** can open a turnkey store fast, source quality goods affordably, maintain good labor practices, and accept SNAP/WIC.
 - **The strongest**, in addition to the above, will add local/small-business sourcing, private-label products, labor peace, worker profit-sharing (ESOPs/co-ops), health-focused merchandising, sustainability programs, and community engagement.
- **Proposal Quality – 35%**
 - **Strong proposals** launch operations promptly (by late 2027), offer a credible affordable-stocking plan, prioritize full-time hiring with best-in-class wages, low-cost worker benefits, and safety training, and include the Bronx Site.
 - **The strongest** in addition to the above, will operate all five locations, add "Wider Impact Narratives," non-profit/small-business partnerships, and workforce training that builds career pathways.
- **Requests for Affordability Payment – 20%**
 - NYCEDC will rank proposals by proration—the one requesting the lowest Affordability Payment scores highest, and all others will be prorated against this score.

Next Steps

Timeline*

Site Tours

August 7 | *5pm* – Deadline to RSVP for tours

August 17 | *10am* – Bronx Site tour

August 19 | *10am* – Manhattan Site tour

Question Submissions

August 7 | *5pm* – Deadline for first Q&A Submission

August 14 – First round of Q&A posted on RFP webpage

September 11 | *5pm* – Deadline for second Q&A Submission

September 21 – Second round of Q&A posted on RFP webpage

Proposal Deadline

October 16 | *4pm* – Electronic responses must be submitted via the RFP's webpage

*All times are Eastern Daylight Time.

Q&A

For additional questions, please submit them to the Question Submission Forms available on the Project Page specific to the NYC Groceries RFP

Question Submission Forms: [Click Here](#)

RFP Email: NYCGroceriesOperatorRFP@edc.nyc

RFP Website: edc.nyc/nyc-groceries-operators-rfp

Project Page: edc.nyc/program/nyc-groceries



N.Y.C. Groceries Operator(s) RFP Information Session Sign-In Sheet

DATE: August 5, 2026 TIME: 9:00 AM ET PROJECT: N.Y.C. Groceries Operator(s) RFP

REPRESENTATIVE	COMPANY NAME	M/WBE?	EMAIL
Dwight Peter	Keller Williams Commercial Real Estate	No	dwrightlpeters@kw.com
Theresa Theresa	Buro Happold	No	Theresa.Brauer@burohappold.com
Isaac T	Strathclyde Uni	No	isaac.tendler@strath.ac.uk
Diana Budds	Freelance	No	dianacbudds@gmail.com
Francis Yu	Community Food Advocates	No	francisyu@foodadvocates.org
Andrew Tan	San Francisco Human Services Agency	No	andrew.j.tan@sfgov.org
Alyson Rosenthal	West Side Campaign Against Hunger	No	arosenthal@wscah.org
Shreya Mathur	New York University	No	sm12370@nyu.edu
Olivia King	Melissa Johnson Associates, Inc.	Yes	oking@melissajohnsonassociates.com
Ilana Blumin	84.51/Kroger	No	ilblumin@gmail.com
Ryn Miake-Lye	ScienceDriven Small but Sturdy, Inc.	No	ryn@sciencedriven.net
Brian Todd	NJEDA	No	brian.todd@njeda.gov
Gaven Leib	Man-Dell Food Stores Inc.	No	gmleib@mandell.com
Metin Hacıoglu	FreshDirect	No	mhacioglu@freshdirect.com
Anthony Pena	Save a lot food stores	No	anthony@penagroup.org
mert salur	FreshDirect	No	msalur@freshdirect.com
Androniki Lagos	ALAE	No	androniki.lagos@gmail.com
Izik Kohanim	Buro Happold	No	izik.kohanim@burohappold.com
Rikita Peebles	Dres.LLC	No	rikitapeebles@gmail.com
Elizabeth Solomon	NYC Health	No	esolomol@health.nyc.gov
Manfred Stockburger-Johnson	Deutscher Fachverlag GmbH	No	manfred.stockburger@dfv.de
Karna Ray	Brooklyn Packers	Yes	karna@brooklynpackers.com
Max Budovitch	Local Gov	No	max.budovitch@cityofchicago.org
Phuong Nguyen	Partners in Company	Yes	p.nguyen@partnersinco.com
Christine McGuire	Food for Health AIDS Healthcare Foundation	No	christine.mcguire@ahf.org
Karen Karp	KK&P	Yes	karen@kkandp.com
Phillip Grant	PG&A	No	pgrant.exec@gmail.com
Emmy Appelbaum	EM FOOD DISTRIBUTING CO INC	Yes	emmyappelbaum@gmail.com
Thaina Mondesir	LITM	No	thaina.m121@gmail.com
Madonna Thompson	More 4 thrifts	No	madonnathompson05@yahoo.com
Surya Singh	BoxNCase	Yes	surya@boxncase.com
Tommy Caruana	RDD Associates LLC	No	tcaruana@rddassociates.com

Igor Brigadir	Shuppa	No	igor@myshuppa.com
Heather Lazickas	seven roots	No	heatherl@sevenrootsgroup.com
John Udoon	Word Of Life International Inc	No	wol.bronx@gmail.com
Beth Williams	Hunger Free America	No	bwilliams@hungerfreeamerica.org
Aliza Wasserman	City of Boston	No	aliza.wasserman@boston.gov
Esteban Reichberg	EAR architecture PLLC	Yes	esteban@EARarch.com
Edward Song	Kommissary	Yes	edward@kommissary.com
Amy Bennett	The Greene Grape	Yes	amy@greenegrape.com
Orlando Sanchez	Fine Fare Supermarket	No	sangarcia20@gmail.com
Fanny Chang	Chang Realty Group	No	Changrealtygroup@gmail.com
Maureen Tokeson	Amanne media	Yes	Maureen@blaqapp.org
Kim Calichio	Connected Chef	No	kim@theconnectedchef.org
Gregory Brockman	Prospect Butcher Co.	No	greg@prospectbutcher.co
Gregory O'Donnell	City Acres Market	Yes	gregodonnell76@gmail.com
craig mccarthy	NYP	No	cmccarthy@nypost.com
Michael Robinov	Farm To People LLC	No	michael@farmtopeople.com
Rick Hotchkiss	The Hotchkiss Group LLC	No	hotchgroup@aol.com
Ali Anwar	AMIS Food Corp	Yes	amiscityworks@gmail.com
Shaun Johnson	Fordham Foundry	No	shaunejohnson@gmail.com
Julia Donovan	Groveswood Group	No	julia@groveswoodgroup.net
Aaliyah Romer	Chicago Mayor's Office		
Scott Schubert			
Samantha Ramjeet			
Rev. Felicia Udo- okon			
Lena Massaregli			
Kaled Alamarie			
JQ Hannah			