

THE VIEW

Restaurants Around the Bay

- + Finding the Right Location
- + Restaurant Acoustics
- + American Grilled Cheese Kitchen



Project Juice, Hayes Valley Store, courtesy of Project Juice

PROJECT JUICE : Taking It to the Street

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Project Juice, Valencia Store, courtesy of Project Juice



As the West Coast's leading organic retail juicer, Project Juice has been creating fresh-pressed juice, best consumed within five days of its creation to maximize the health benefits of the product. Grab-and-go outposts have been infiltrating trendy urban neighborhoods appealing to health-conscious millennials looking for a simple, easy yet nourishing meal. After joining forces in 2015 with Ritual Wellness, a sister juicing company out of Southern California, this Bay Area enterprise has been expanding its retail storefront locations to include the South Bay and the East Bay, while it rounded out its selection to include a full menu of delicious wellness foods. These new locations introduce passersby to the product (including highlighting the stories of the local suppliers), reward loyal customers, and provide an expanding menu of healthy, rewarding meals for a growing number of consumers.

Retail real estate location expert Gabrielle Tierney explains what elements create the fertile soil needed for retail outlets to flourish. A correctly sized store with an optimal footprint that allows for adequate queuing and circulation manages both occupancy costs and the customer experience. Equally important is locat-

ing in a trade area with high-volume target-customer traffic for convenience and cross-shopping. Locating in close proximity to stores that share the Project Juice demographic target is another key to success. Find the Lululemon, Soul Cycle, yoga studio, or rock-climbing gym, and synergy and convenience are created for customers. This translates into dense, well-known trade areas such as the Castro, Hayes Valley, Russian Hill, and the Mission, as well as Palo Alto. The East Bay is a natural next destination for this rapidly growing company.

What better way to top off your hot yoga class than with a delicious, icy-cold turmeric lemonade?



About the Author

Donna Schumacher is the founder and creative director of Donna Schumacher Architecture (DSA). Donna was the managing editor for the VIEW from 2012 through 2016 and is currently serving as the editor emerita for its editorial board.



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