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Will you be shopping at the new Roche Bros. grocery in Downtown Crossing?  
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# DOWNTOWN CROSSING MARKET REVIVAL

By **DONNA GOODISON**

## Roche Bros. opening in Filene's building April 29

Boston's Downtown Crossing gets its long-awaited grocery store on April 29, when Roche Bros. opens in the former Filene's building on Summer Street. The 25,000-square-foot, two-level store aimed at busy city dwellers will be



**REAL ESTATE & DEVELOPMENT**

the 21st for the private, family-owned Wellesley chain. "Given the prominence

of this project and the importance ... to the city and residents of the area, we're looking at it as a very big ... project for our company and for our customers," said Paul McGillivray, vice president of sales and mer-

chandising. "The store is going to be a complete supermarket for the residents of that area. At the same time, the assortment of items and the allocation of space will certainly reflect the needs of this unique location."

The 3,000-square-foot street-level portion of the store will include a coffee bar and focus on ready-to-eat prepared foods: a hot bar, cold food/salad bar, grab-and-go sandwiches, sushi, healthy snacks and sweets. Roche Bros. is seeking city approval for seasonal outdoor seating on Summer Street, where it also will operate a fruit and flower stand.

The store's 23,000-square-foot lower level, which occupies a large portion of the former Filene's Basement space, will be a complete supermarket offering, with fresh produce — including a "chop shop" with 40-plus varieties of fresh-cut, recipe-ready vegetables — meats, seafood, grocery items, more prepared foods, and a bakery, deli and specialty cheeses.

"While the store is smaller than a suburban supermarket, all or most of the key categories will be offered," McGillivray said, noting a typical suburban



ROCHE BROS. RENDERINGS

**MUNCH ADO: A Roche Bros. grocery in Downtown Crossing, left, opens April 29 and will feature a deli, top, as well as a seating area on its lower level, above.**

Roche Bros. is 35,000 to 40,000 square feet.

When building owner Millennium Partners finishes the new adjacent Millennium Tower next year, Roche Bros. will add another 10,000 square feet of space in the condo tower's basement and apply to the city for a license to sell beer and wine there, McGillivray said.

The new Roche Bros. offer catering and \$10

grocery delivery for those who want to shop at the store but not cart their own bags home, as well as online ordering with home delivery.

Roche Bros. will hold a 9:30 a.m. ribbon-cutting ceremony at the store on April 29, followed by outdoor sampling booths and a free evening concert by Boston country band Dalton & the Sheriffs.

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