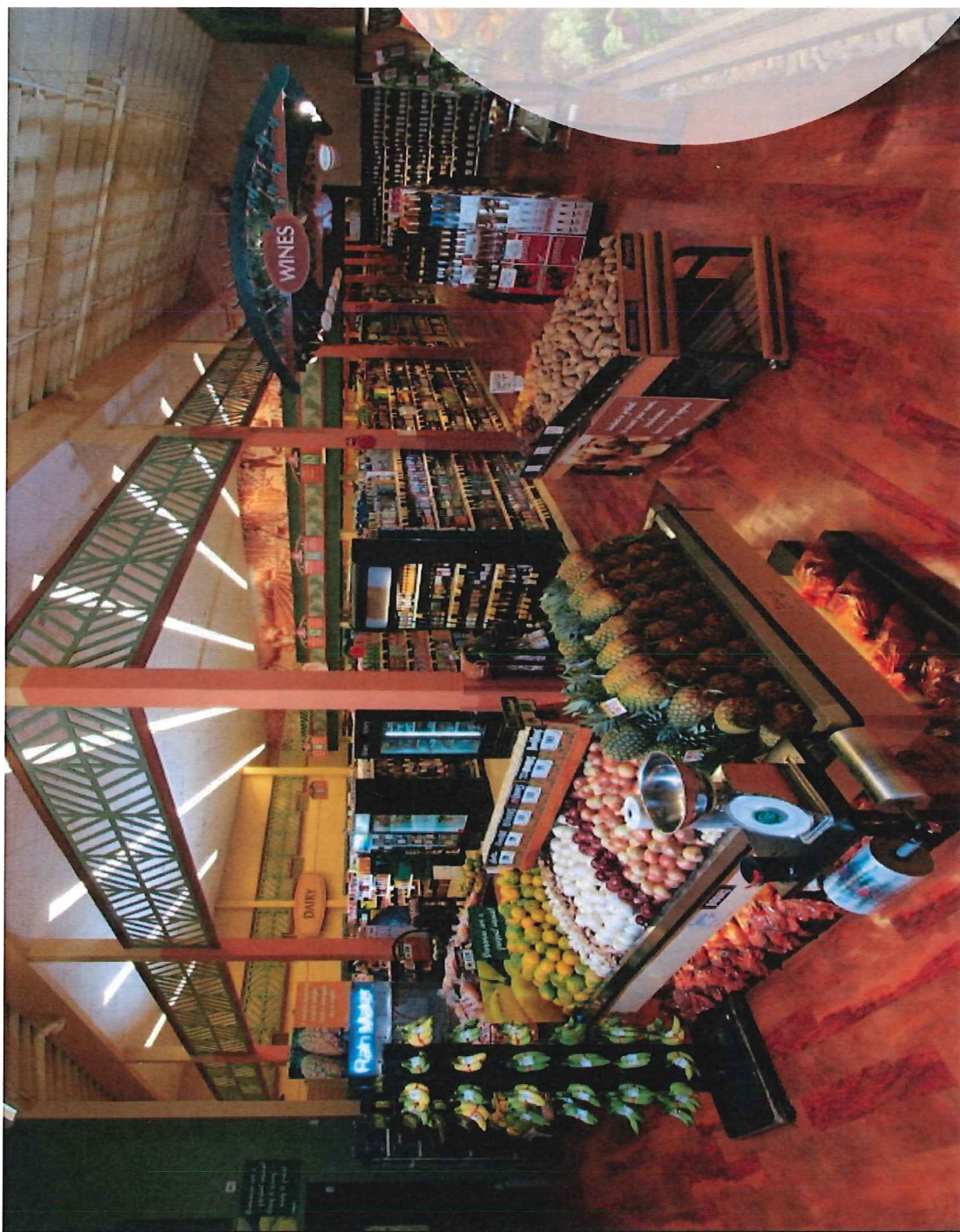




Luna's Groceries

Your corner store

Your corner store,
bringing healthy food to the
hungry walker

Allied Neighborhood a Desert For Healthy Food

Key facts:

- Food deserts are geographic areas where access to affordable, healthy food options such as fresh produce is limited or nonexistent because grocery stores are too far away.
- About 23.5 million people live in food deserts. Nearly half of them are also low-income.
- Approximately 2.3 million people (2.2% of all US households) live in low-income, rural areas that are more than 10 miles from a supermarket.
- Residents living in food deserts also have difficulty finding foods that are culturally relevant and that meet their dietary restrictions.
- The Allied neighborhood has not had a grocery store since 2009.



Luna's Groceries
Your corner store

Our story
Our store
Food options
Challenges

My Story

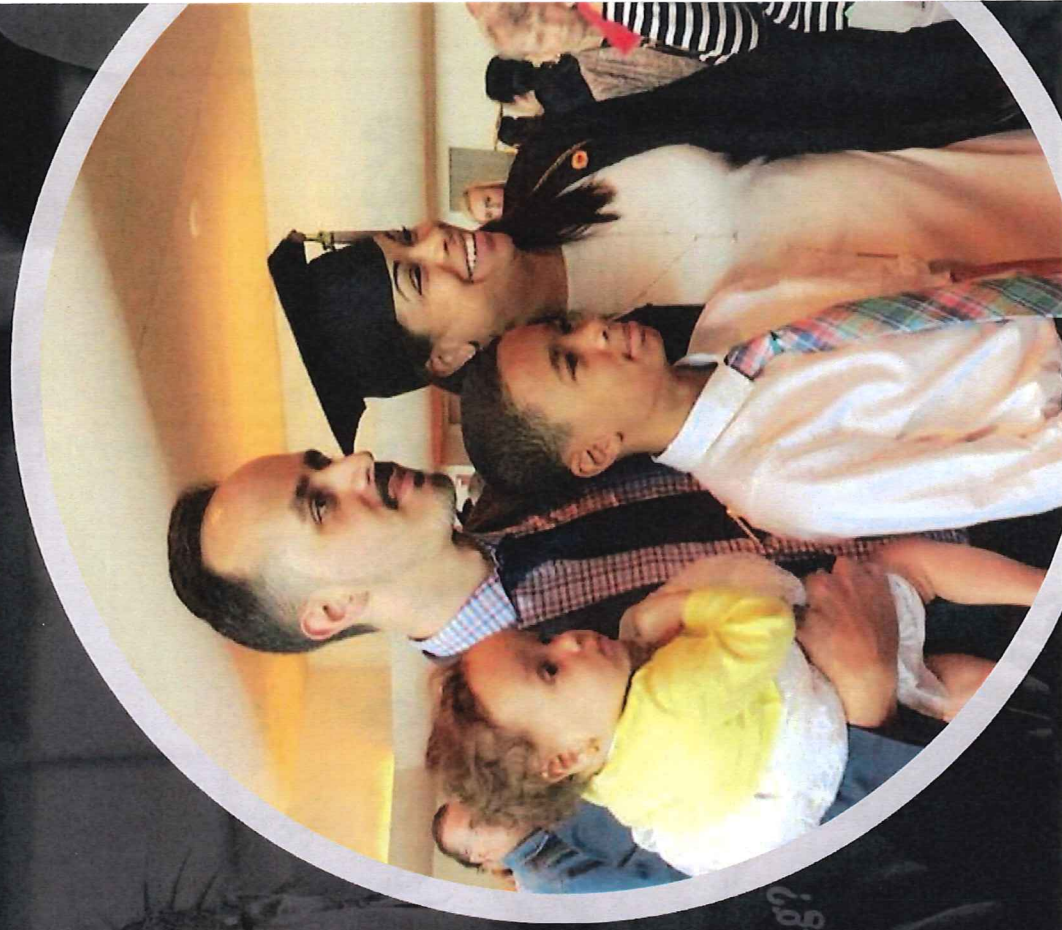
- Part of the Madison community for 14 years
- 12+ Years of experience in grocery stores in the Dominican Republic
- Part of the Allied Neighborhood for 6 Years
- Graduated from Edgewood College with a business degree with a concentration in accounting
- An Afro-Latina from the Dominican Republic



Our story

- The Maldonado Family
- Part of the community
- Part of the issue
- Conscious of the need of change for the neighborhood

Need
Employment & Training?
608/720-1222



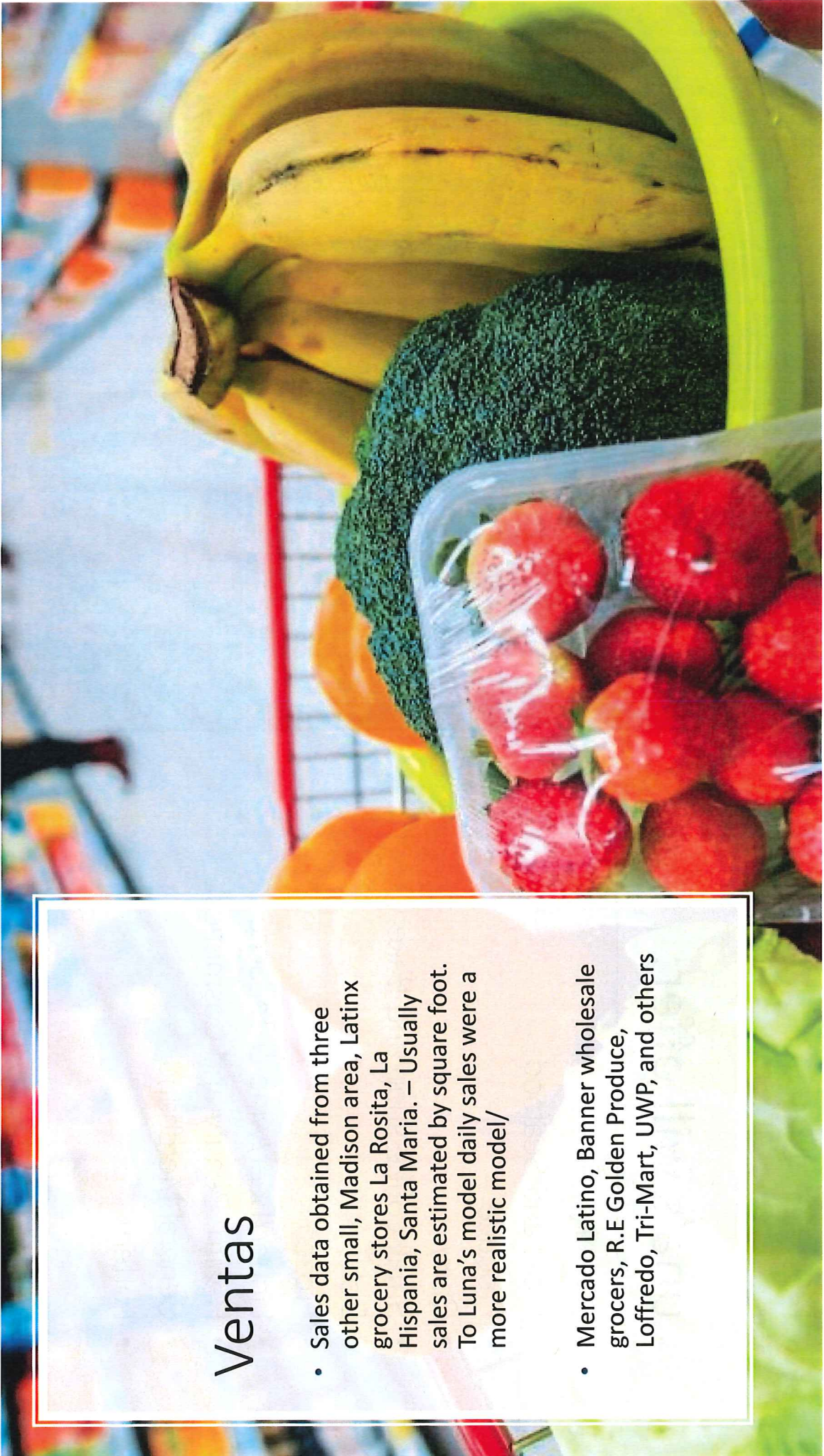
The idea is.....

Integrate food, education
and community through a
neighborhood grocery store



Luna's Groceries

Your corner store



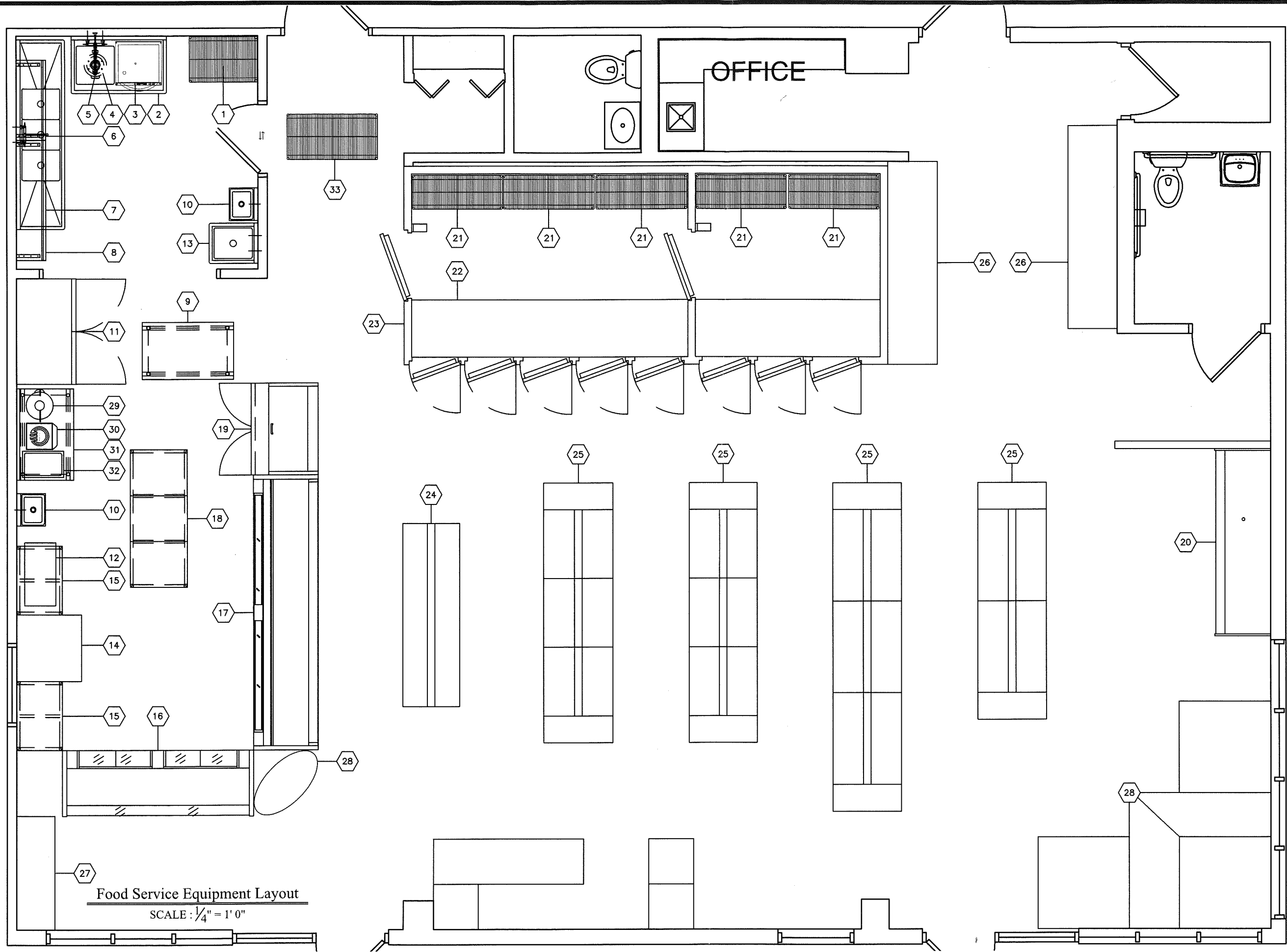
Ventas

- Sales data obtained from three other small, Madison area, Latinx grocery stores La Rosita, La Hispania, Santa Maria. – Usually sales are estimated by square foot. To Luna's model daily sales were a more realistic model/
- Mercado Latino, Banner wholesale grocers, R.E Golden Produce, Loffredo, Tri-Mart, UWP, and others

Luna's will offer:

- Grocery
- Meat and Seafood
- Produce
- Dairy
- Small coffee shop and Bakery
- Deli
- Frozen
- Liquor/Beer/wine & Tobacco
- Health, Beauty and Cosmetics
- General Merchandise
- Lottery





Food Service Equipment Layout
SCALE : 1/4" = 1' 0"

KESSENICH'S LTD
3226 PROGRESS RD.
MADISON, WI 53716

Rev. 4 | 4/26/18

Project Title

LUNA'S GROCERIES
2010 RED ARROW TRAIL
MADISON, WI 53711

Project Phase
Preliminary Documents

4/10/18 | Drawn By AJS

Sheet Title

Food Service
Equipment Layout

Sheet Number

FS1