

# BUSINESS REPORT

## BUSINESS COMMUNITY UPDATE



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### Fresh & Easy Neighborhood Market is Here!



Norwalk welcomes a new kind of market to the neighborhood: Fresh & Easy.

The new market at 10930 Rosecrans Ave. offers groceries, including pre-prepared and organic food at affordable prices. They also have favorite everyday products in a neighborhood-sized market designed to be quick and easy to use.

A company spokesman indicated they are very excited about the new stores the company is opening in the area. One of the goals of the new stores is to make everyone feel welcome in them. This involves a commitment to make sure to stock all kinds of favorites and specialty items - for example, they will have authentic Italian pasta, preserves made from fresh California strawberries, and traditional Hispanic pastries. The in-store Kitchen Table will be full of great ideas and allows customers to taste various products before purchase.

At the Grand Opening on January 23, 2008, store representatives emphasized they are going to make shopping easy, and healthy-eating convenient and affordable for everyone. Fresh & Easy is proud to be opening stores in all types of neighborhoods, including ones that have had limited access to high-quality, affordable grocery choices in the past. By the end of the year, they plan on opening 30 stores!

Fresh & Easy is also proud to be one of just a few companies selected as a pilot member of the Leadership in Energy and Environmental Design (LEED) Green Building Volume Certification Program. What does that mean? Well, it means we'll be working together to make sure our stores live up to high environmental standards structurally and functionality.



### Gonzalez Northgate Market: No Stranger to Technology



The new Gonzalez Northgate Market on 11660 E. Firestone Blvd., tapped into some innovative technology and they are carting it out to Norwalk residents with great success.

The store uses an innovative electronic system that locks the wheels of shopping carts when taken beyond an established electronic perimeter.

Though the carts are more expensive than regular shopping carts, Northgate opted for the electronic perimeter thus saving the market and the City a great deal of money over the long term.

# Business Beautification Applications Now Available



The City of Norwalk Community Promotion Commission invites all businesses to participate in the 2008 Business Beautification Contest. All winners will be recognized at a Norwalk City Council meeting and in print. Each will also receive a winner's lawn sign.



Last year's 1st place winner Budget Rent A Car.



2nd place winner Pacific Escrow.

C i t y o f N o r w a l k C o m m u n i t y P r o m o t i o n C o m m i s s i o n

## Official Business Beautification Contest Application

For Business Beautification Award nominations, please choose one category:

- Most Improved    Religious Building    Lending Institution    Restaurant    Institutional Building  
 Industrial Building    Commercial Building    Retail Center    Service Station    Special Recognition

Name of Nominee: \_\_\_\_\_ Phone: \_\_\_\_\_ Address & Cross Street: \_\_\_\_\_

Return entry form to: **Community Promotion Commission Home & Business Beautification Contest Awards**

Norwalk City Hall, Room 1, 12700 Norwalk Blvd., Norwalk, CA 90650.

The nomination form for business beautification awards is printed above. Previous award winners from last year are not eligible for nomination. For more information, please call (562) 929-5735. All nominations must comply with City of Norwalk building codes.

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