

New York Report

February, 2025

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1. Pop Up Grocer

Project Overview

Natural food brands are emerging rapidly, driven by entrepreneurs and food seekers. However, the reality is that major supermarket shelves are already dominated by national brands, leaving little room for new players. Many of these emerging brands lack the marketing power to gain visibility, despite offering consumers a unique opportunity to discover innovative products.

Recognizing these challenges, Emily Schildt, a food distribution veteran and marketing expert, developed a retail concept aimed at supporting new brands struggling to enter the market.

Her venture, Pop Up Grocer, introduces a temporary retail format that sets up in major U.S. cities, utilizing vacant properties to keep costs low. Each pop-up features a curated selection of promising emerging brands committed to natural, nutritious, and sustainable production. While it often takes new brands two years or longer to secure shelf space in traditional retail stores, Pop Up Grocer provides an efficient path to the market, offering consumers a physical space to engage with these products firsthand. Since its launch, the company has held nine pop-ups across major U.S. cities, showcasing 100 to 150 brands and offering approximately 400 different products. These events have attracted influential media, buyers, and investors, further amplifying the brands' exposure. The initial 10-day event in New York was so well received that it was extended to 30 days, demonstrating strong consumer interest. Building on this success, Pop Up Grocer opened its first permanent store in New York's West Village in 2023. The store layout features a coffee counter at its center, with merchandise displayed around it in a way that encourages customers to explore freely. In addition to retail expansion, the company has made waves in the food industry with the launch of the Pop Up Grocer Fund in 2020. This initiative supports emerging brands by providing funding for one selected brand each year, ensuring their products make it onto store shelves.

Project Details

1. Pop Up Grocer
2. Retail
3. Open Date: March 2023
3. Location: 205 Bleecker St, New York, NY 10012
4. Target Customer: All
6. Website: <https://popupgrocer.com/>

Location Map





Permanent storefront in a long-vacant commercial space.



A catchy logo and interior design not found in existing food-based stores are the topic of interest.



Pop Up Cafe draws long lines at lunchtime



Food and beauty products are lined up.



Many colorful products on display



More people in New York are choosing non-alcoholic options.



A variety of cute goods that make you feel fun are offered.



Catchy coffee cups are also available.



Diverse clientele, including locals and tourists buying souvenirs