

Bloom's Creative Merchandising and Design

Bloom is not your traditional supermarket. After more than two years of consumer research in Europe and the United States, a cross-functional team developed a creative store concept, which shoppers are sure to enjoy. As a result, what shoppers find in Bloom is something different. Bloom is a different kind of grocery store designed by grocery shoppers to ensure a convenient, hassle-free and novel shopping experience.

What's different about Bloom?

Bloom offers a variety of ways for shoppers to get in and out of the store quickly, while still finding everything they want. Product has been arranged logically, so it's easy to find. All the non-food items, such as dog food, paper products, and cleaning supplies are on one side of the store. Food items are displayed together.

Bloom's Table Top® is located near the front of the store and provides a variety of fresh, restaurant-quality, grab-and-go meal solutions. Frozen foods are closer to the check-out section, so items won't melt before they're taken out of the store.

Personal hand-help scanners, available in some stores, allow grocery shoppers to scan their own groceries as they move through Bloom. Information kiosks help consumers locate products, select special recipes, choose wine and find special items.

Customers can rent DVDs, handle postage and shipping, and buy gift cards or process photos. And, shoppers find they have several check-out options, including personal scanners, to speed their shopping process.

More than anything, customers will find superior customer service. Bloom associates treat our customers like guests!