

BOOGIE DOWN™ FOOD HALL



The biggest thing
to happen to the Bronx
since hip-hop.

THE RUNDOWN

- Bronx Terminal Market (BTM) sits on a 17-acre site with nearly 1 million square feet of retail space, just steps from Yankee Stadium
- Purveyor space is now available adjacent to the new 65,000-square-foot Food Bazaar Supermarket, the borough's largest supermarket

THE HISTORY

Located across the street from Yankee Stadium, Bronx Terminal Market dates all the way back to 1935, when it was a bustling center for wholesale fruits and vegetables. The flagship building still sports the famous relief lettering and has been a Bronx landmark for generations.



THE LOCATION

- High-traffic location in the heart of the Bronx
- Located at Exterior Street off of Exit 4/5 of the Major Deegan Highway, south of Yankee Stadium
- Within walking distance of the 149th Street-Grand Concourse station, the 161st Street-Yankee Stadium station, the Metro-North Railroad station and multiple bus stops
- 25,000 people will visit Food Bazaar each week. It's a foodie destination
- 2.6 million residents live within a 5-mile radius
- 3rd most densely populated county in the U.S.
- 97,000 cars pass Bronx Terminal Market daily on the Major Deegan Highway



THE BUILDING

- 1 million square feet, built on a 17-acre site
- Existing tenants:
 - Marshalls • Target • Home Depot • Bed Bath & Beyond
 - Michaels • Best Buy • Burlington • Chuck E. Cheese's
 - BJ's • Food Bazaar
- Parking for 2,600 cars plus on-site taxi service



THE COMPANY

Food Bazaar Supermarket is a well-known, highly respected family-owned and operated supermarket with 25 locations in New York City, New Jersey and Connecticut. Food Bazaar Supermarket is famous for large selections of international foods and a diverse selection of high-quality fresh meat, seafood and produce

THE SPACE

- 80,000-square-foot outpost in Bronx Terminal Market
- The borough's LARGEST supermarket
- Adjacent to Boogie Down Food Hall, with 15 to 17 food purveyors (e.g. Mediterranean, ramen, BBQ, Latin, Chinese and more)

ADDITIONAL DRAMA

- Special events including carnivals, holiday celebrations and festivals
- Located in the heart of the Bronx with a “vibrant mix of modern architecture, diverse shopping and colorful history” (<http://bronxterminalmarket.com/about-us/>)

MARKETING SUPPORT — DIGITAL

- bronxfoodhall.com website
 - Unique domain featuring your logo, info and images
- Social media with numerous activation opportunities
- Digital/mobile geotargeted marketing

MARKETING SUPPORT — TRADITIONAL

- Food Bazaar's weekly circular
- Quarterly radio remotes
- Print advertising during grand opening
- On-site signage support announcing grand opening
- Cinema advertising supporting the grand opening



BOOGIE DOWN FOOD HALL

For more details, contact:
Edward Suh, Executive Vice President
Bogopa Service Corp.
(646) 285-1365
edward.suh@bogopausa.com