



Convenience on the Go

The Hy-Vee Fast & Fresh convenience store-grocery hybrid caters to customers on the move *By Danielle Romano*

The new concept is similar to a traditional c-store, but unique in that it also functions as a smaller-scale grocery store.

Grocery and convenience store retailer Hy-Vee Inc. combined elements of what it knows best — supermarkets and c-stores — to introduce its newest concept: Hy-Vee Fast & Fresh.

Making its debut in Davenport, Iowa, in December, Hy-Vee Fast & Fresh is similar to a c-store in that it has fuel pumps and grab-and-go items, but it is unique because it also functions as a smaller-scale grocery store, according to Hy-Vee Director of Public Relations Christina Gayman.

“Hy-Vee Fast & Fresh stores are a new concept intended to serve the busy customer who needs a more convenient grocery and meal experience while on the go,” Gayman explained.

Fresh Food Focused

Plans for Hy-Vee’s Fast & Fresh concept began taking shape in fall 2017 as the Iowa-based retailer looked to bring more fresh food offerings across its eight-state operating region.

Hy-Vee set its sights on two locations in the Des Moines metropolitan area, where the company is headquartered. Its plans called for 10,000-square-foot-plus convenience stores offering grocery items, fresh prepared food, a coffee shop and fuel station.

More than a year later, on Dec. 11, 2018, the first Hy-Vee Fast & Fresh store began welcoming customers. Open Monday through Sunday, from 5 a.m. to 11 p.m., the Davenport location offers grocery products, including pantry items and frozen items, as well as a selection of fresh produce, dairy, meat and bakery goods such as doughnuts.

For customers who are on the move, the concept store provides made-to-order meals for carryout or dine-in, take-and-heat meal options, and Hy-Vee Mealtime Kits that include fresh ingredients and simple instructions so shoppers can make chef-inspired meals at home.

Nori Sushi and Mia Pizza are also available. The latter enables Hy-Vee Fast & Fresh customers to create their own pizza that is quickly prepared and heated in a wood-fire oven.

Looking at the beverage side of the business, Hy-Vee Fast & Fresh features a fountain drink wall, wine and spirits section, and a growler craft beer station offering 12 varieties.

“We look for unique, local brews that customers can’t purchase in a bottle or can,” Gayman said of the growler station.

At a Glance

Hy-Vee Fast & Fresh

Location: 3200 East Kimberly Road, Davenport, Iowa

Size: 10,000 square feet

Unique features: Grocery items, Hy-Vee Mealtime Kits, 14 fuel pumps, a drive-thru Starbucks, Hy-Vee Aisles Online Click-and-Collect Lockers



Other amenities include 14 fuel pumps and a full-size Starbucks. The quick-service coffee shop measures 1,200 square feet, is open Monday through Sunday from 5 a.m. to 9 p.m., and features a drive-thru.

Furthering its commitment to deliver convenience on the go, the Davenport Hy-Vee Fast & Fresh is equipped with Hy-Vee Aisles Online Click-and-Collect Lockers. Providing the convenience of online shopping with the product selection and service of a Hy-Vee store, the lockers are secure, self-service kiosks that allow for grocery pickup at a time that best works for the customer.

According to Gayman, ordering and pickup is easy:

- Customers visit the Hy-Vee Aisles Online website to place their order. If they do not have an account, they can easily create one;
- Customers select the Davenport Fast & Fresh locker location for pickup;
- Once the checkout process is completed, customers are emailed an access code; and
- When customers are ready to pick up their order, they enter that code using the computer terminal at the lockers and their assigned locker doors open.

Future in Sight

A second Hy-Vee Fast & Fresh store is slated to open this year in Altoona, Iowa. This location will also measure 10,000 square feet.

Gayman confirmed to *Convenience Store News* that Hy-Vee intends to open additional Fast & Fresh stores, but said she could not confirm their size or locations.

Hy-Vee currently operates 249 supermarkets and 150 convenience stores in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. **CSN**

Among the store's hybrid offerings are Mealtime Kits, a wine and spirits section, a fountain drink wall and a full-size Starbucks coffee shop.

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— Christina Gayman, Hy-Vee Inc.