



CASE STUDY

Project: Hen House Market

Location: Kansas City, MO

Size: 60,000 square feet

Interior Design: Jeff Maple Design

Lighting Design: BAERO North America, Inc.



BAERO North America, Inc. was proud to be chosen by Balls Food Stores, operator of 12 upscale Hen House Markets and 17 Price Choppers in the Kansas City area, to provide lighting for what has become their new flagship store and the second of their New Generation Decor Package. This second store is an expansion upon the first such remodel Hen House completed two years ago in Lenexa, KS. The success and overwhelmingly positive reaction to the look and feeling of the Lenexa store convinced Balls Food to apply the concept to 100% of the newly remodeled Tremont location in North Kansas City.

If this store had to be summed up in one word, "atmosphere" would be at the top of many visitors' lists. Whether you are standing in the new Health Food department "Naturally", picking out roses in the Flower Shop or a bottle of Bordeaux in the high end liquor section, Harry's, or simply picking up potato chips in Aisle 8, atmosphere surrounds you. Every department is differentiated from the next by one design element or another be it lighting tone, fixture color, flooring or decor.

Being from wall to wall and floor to ceiling, this was a remodel where no corners were cut. One of the highlights is a beautiful new liquor department with wide aisles and a large walk in beer cooler stocked with domestic favorites and exotic imports. Just before the stylish Health and Beauty section, organic minded customers can shop the aisles of "Naturally" for a variety of healthy choices. Here again a new lighting tone and decor package creates separation and visual interest. Certainly fitting the tag of a store within a store, many stand alone health food stores would be hard pressed to match the size and selection of this Hen House department.

But as with all Hen House Markets, the real draw is the fresh food selection. Whether shopping the produce, meat and seafood, or bakery departments each presents the customer with a feast for the eyes. BAERO uses a unique combination of lamps, filters and reflectors designed specifically for supermarkets to both enhance and protect an already enticing array of locally grown fruits, vegetables and beef.

BAERO is so focused on providing exceptional lighting for grocers, we have changed our name to prove it. BAERO Fresh Market Illumination.

