



For Immediate Release

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Constantino's Market to Open in Rochester April 9

Cleveland, OH, March 26, 2015 – On April 9, the family-owned, Cleveland- based Constantino's Market will open a 21,000-square-foot-store in Rochester, New York, with a grand opening celebration on April 16. The location of the market is College Town, Rochester's new pedestrian scaled district that blends shopping, dining, working, hospitality and upscale living.

This is the first venture out of northeast Ohio for the company that opened its first market in downtown Cleveland in 2005. Opening day will be a celebration of the surprising journey that lead Constantino's to Rochester.

That journey began in 2011 when Cleveland-based Fairmount Properties was chosen to develop College Town. The project was planned to address the University of Rochester's need for a pedestrian-friendly village center to serve students, employees and visitors to the college. One of the most basic needs was for a market, as the previous grocer had closed several years prior. Fairmount Principal Randy Ruttenberg works near the downtown Constantino's and believed this was the market that was needed in Rochester.

"I first became familiar with the Constantino's operation from visiting their West Ninth store," explained Ruttenberg. "While this was clearly a well thought out, great urban market and cafe, it was much, much more. The patriarch, Costa, his daughter Anna and her husband Andrew are first class, passionate people dedicated to both their staff and their customers. They seamlessly combine their skills into this well-oiled, vibrant and very tasty operation. We thought so highly of them, we pursued them to open the one and only cafe in our new 23-story \$250M office tower," says Ruttenberg, referring to the Ernst & Young headquarters.

"We were searching for our market anchor for our 500,000 square foot \$100M College Town district in Rochester," Ruttenberg continues. "While there were others who were bigger and others more proximate, we thought if Constantino's could translate what they do in terms of service, quality and selection in Cleveland to a remote location, they'd be our first choice."

Constantino's was opening its uptown market at University Circle at the time. Andrew Revy, a partner with Constantino's, was not looking to expand outside of Ohio. "Constantino's is a small, family-owned business. We had just opened at University Circle and were not looking to expand again and definitely had no interest in opening out-of-state," says Revy. So what changed?



“We looked at the project and location, first out of courtesy to Fairmount, and then out of genuine interest,” explained Revy. “We realized that while it was larger in scope than our University Circle store, there were a lot of similarities. We liked the idea of serving the students and staff of the University of Rochester, just as we had liked the idea of serving the students and staff of Case Western Reserve University,” Revy added.

Like the other Constantino’s, the Rochester store will offer all the amenities of a neighborhood grocery store, along with locally-made goods and restaurant-quality prepared foods. The store will also offer a salad bar with 40+ items, a wide variety of beers, tastings and demos. Yet the accessibility and service are what Revy says students, staff and visitors will most appreciate.

“We want our customers to know we are there for them. We have a full service kitchen and a well-trained staff. We can instruct them how to prepare something, or tell them how we do it,” Revy said. The store is expected to create 38 full-time equivalent jobs.

“We spent a lot of time discussing, honestly, the logistic and operational issues they might encounter and working together we began to break down some of the walls,” said Ruttenberg. “We are both humbled and proud to have been able to have attracted not only a terrific operation to this exciting project but also one outstanding family.”

Revy stresses that the reason Constantino’s Market has been successful in Cleveland, which enabled the company to go to Rochester, was the vision of founder Costas Mavromichalis. “The personal and financial risk he was willing to take to launch Constantino’s in the Warehouse District in 2005 is the reason we are here today. Our roots are in Cleveland, but we are very excited to open in Rochester.”

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Constantino’s Markets are family owned and dedicated to providing customers with quality customer service and products, competitive prices, and a unique shopping experience. Constantino’s owners are proud to call the city of Cleveland home and are now currently operating three stores in the Greater Cleveland area. We are a grocery store with the freshest fruits and vegetables, hand-trimmed meats, premier bakery, full-service catering, daily deli items and prepared foods, local & regional craft beer, microbrews & imported beers, 1000+ wines from all over the world, more than 100 locally sourced products and much, much more.