

Finance Fund Capital Corporation

■ EPICUREAN MERCANTILE COMPANY

1st Congressional District

Fresh Food Urban Grocery Serves-up Shopping, Sampling and Food Prep Tips

The Epicurean Mercantile Company (EMC) is coming to Cincinnati's developing Over-the-Rhine area thanks in part to a \$236,000 small business loan from Finance Fund Capital Corporation (FCAP). The new 5,700 sq. ft. urban grocery and lunch counter is focused on providing low-income households with quality affordable fresh foods and information on how to prepare them. EMC will also teach those receiving federal and state food assistance how to shop to get the most from their program benefits.

Loan capital will be used for leasehold improvements, grocery and kitchen equipment and retail build-out. The store will offer a full variety of fresh organic and non-organic foods, local foods, and ready-to-eat selections as well as shelf-stable foods, libations, home goods, beauty and seasonal gift items.

At the lunch counter, fresh healthy food items gathered from the grocery's retail space will be prepared in front of customers. The counter will also serve as a demonstration kitchen and learning center for fresh food cooking initiatives. Through alliances with local farmers and manufacturers, EMC will also provide in-house sampling programs to encourage customers to purchase fresh produce. EMC is committed to actively listening to customers and fulfilling their needs for product assortment and special orders. Local delivery and curbside service, a repeat customer rewards program, evening hours and competitive pricing will further enhance customers' shopping experience.

"Creating healthy food retail in underserved markets is a key focus area for FCAP's small business loan program," said CFO Matt Frank. "Access to fresh affordable foods and information on how to prepare them will help combat obesity, diabetes and other health issues often found in low-income neighborhoods where fast food or processed foods are most prevalent."

The new grocery's customer base will steadily grow as the number of new residents to the area and adjacent communities is projected to increase by 28 percent.



FINANCE FUND CAPITAL CORPORATION INVESTMENT IMPACT:

- Provides funding for a fresh food grocery and lunch counter in an urban neighborhood
- Helps educate customers about fresh food options and how to prepare them
- Supports retention of 12 permanent jobs



■ EPICUREAN MERCANTILE COMPANY LLC

1818 Race Street
Cincinnati, Ohio 45202

About FCAP Small Business Lending

FCAP provides small businesses with access to capital to grow operations and create jobs in economically distressed communities. Funding is most often used to purchase real estate, inventory or equipment; build or improve real estate or leasehold property; and/or meet general working capital needs. Typical borrowers include small business owners, health and wellness providers, and healthy food operators.