



a new standard  
in experiential  
food shopping





Knowing that today's food aficionado craves more than just a get-in-and-out grocery experience, West Highland Capital Partners wanted to answer that need in an intriguing, unforgettable way. Their concept: an innovative food haven that encourages experiential shopping, invites browsing, and features a wide array of fresh, seasonal products.







In creating Standard Market, a perishables-only grocery with an attached fast casual restaurant, the start-up developers chose WD Partners to drive the entire project from concept creation through construction.

Attached fast casual restaurant "Standard Grill"







Working as an extension of the development team, WD designed the 35,000 square foot space to offer an airy, wide-open market feel. To support the sharing of food sourcing and preparation knowledge, they also added interior windows – making it easy for shoppers to see into food production areas.



In the end, Standard Market successfully created a shopping experience that was anything but standard – one that truly connects with their foodie fan base and fosters a love of all things fresh, local and authentic.

“Staff who understand the products and how they are prepared will have better success engaging with customers and selling product.”

- **KARI UNDERLY**, Standard Market Meat Specialist





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