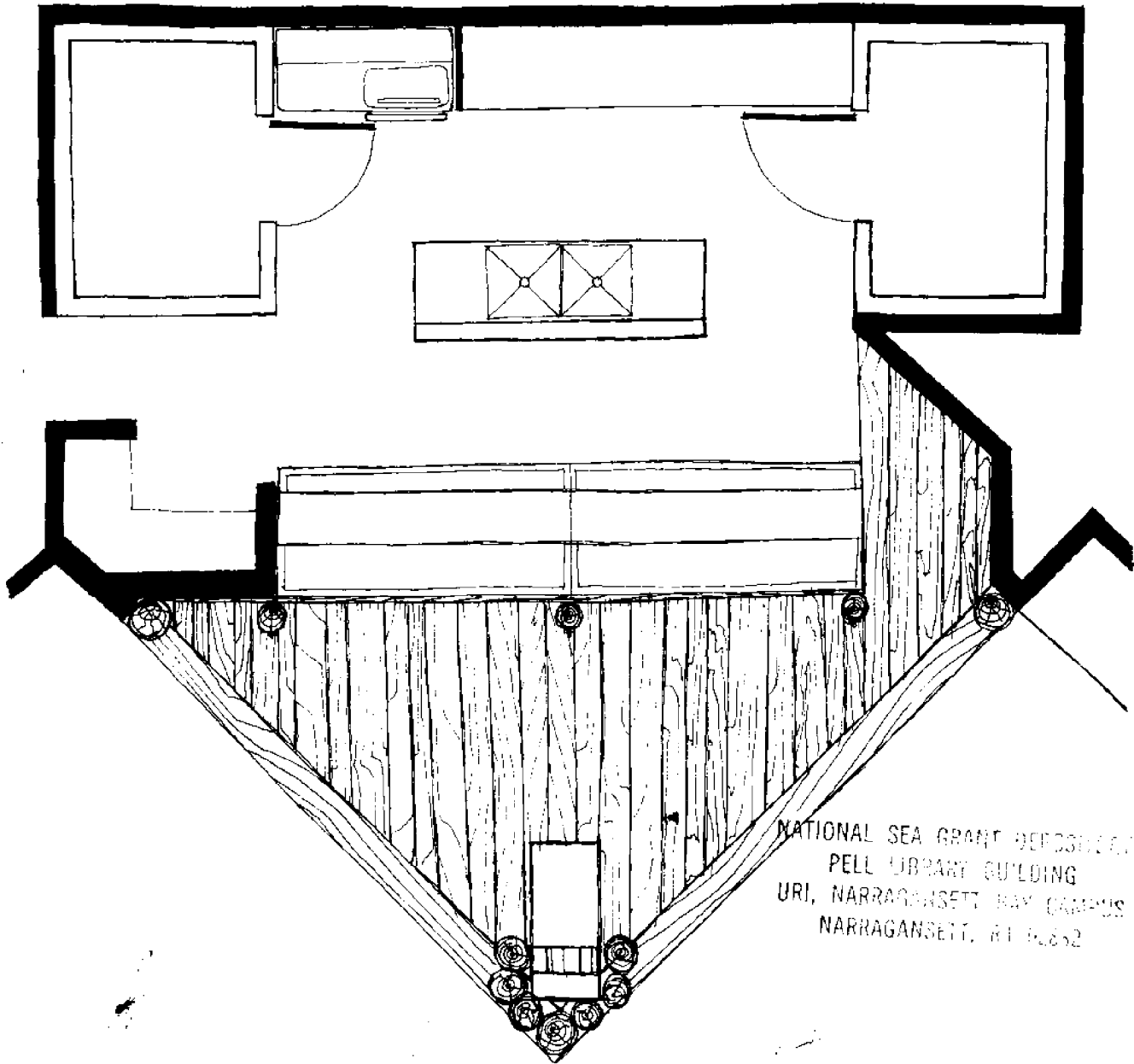


# Seafood Marketing Facilities: Design Recommendations



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Texas A&M University • Sea Grant College

# ***Seafood Marketing Facilities: Design Recommendations***

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Texas Parks & Wildlife Department  
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February 1974

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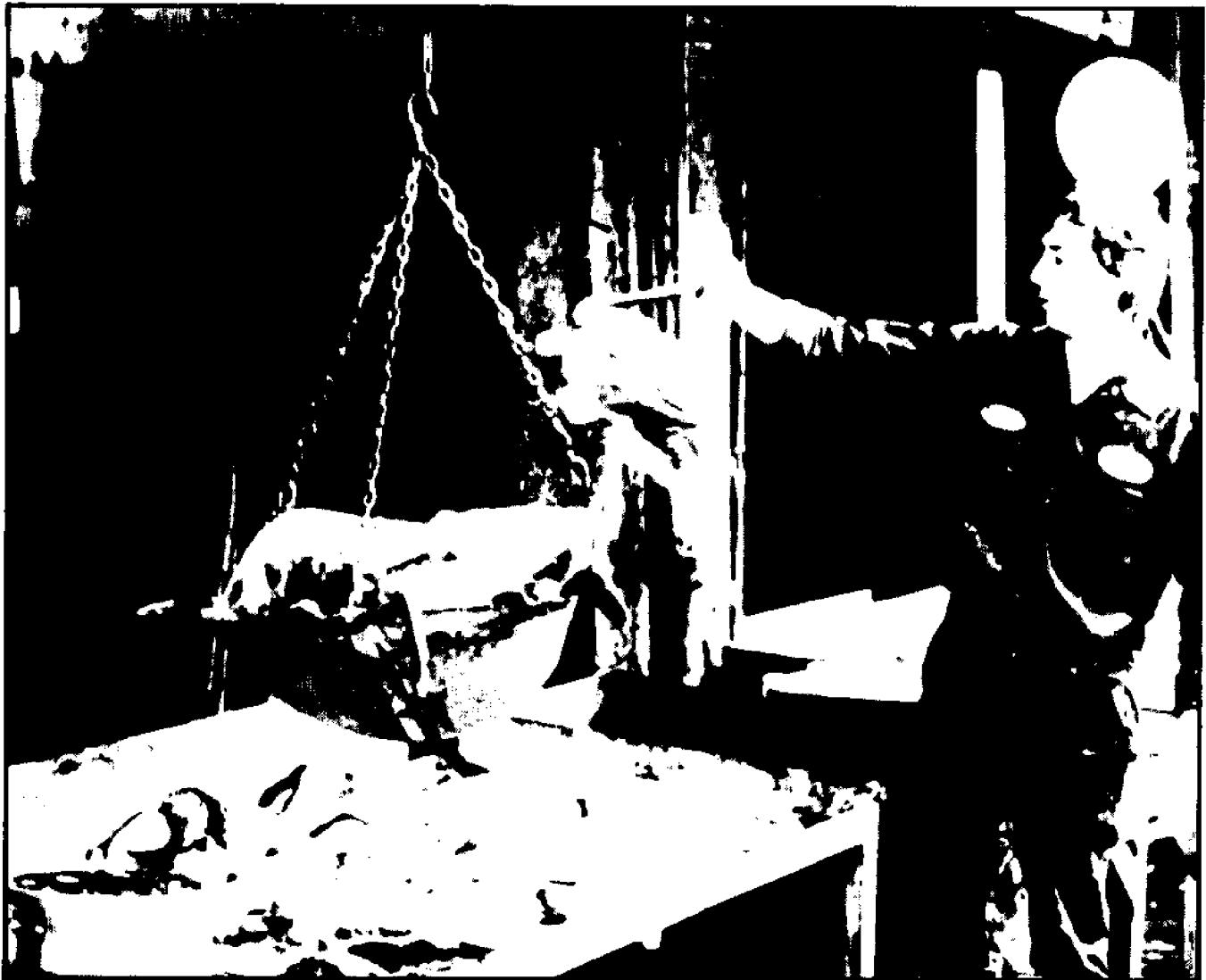
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# 1 Table of Contents

1	Table of Contents .....	1	8	Functional Layouts .....	15
2	Introduction .....	2	9	Equipment .....	20
3	History .....	3	10	Problem Recommendations .....	22
4	The Seafood Concept .....	4	11	Case Study (Supermarket) .....	30
5	Existing Facilities .....	5	12	Case Study (Independent) .....	34
6	Problem Areas .....	11	13	Model Study (Supermarket) .....	35
7	Sanitation Requirements .....	13	14	Bibliography .....	41



*Fulton's Fish Market, New York City*

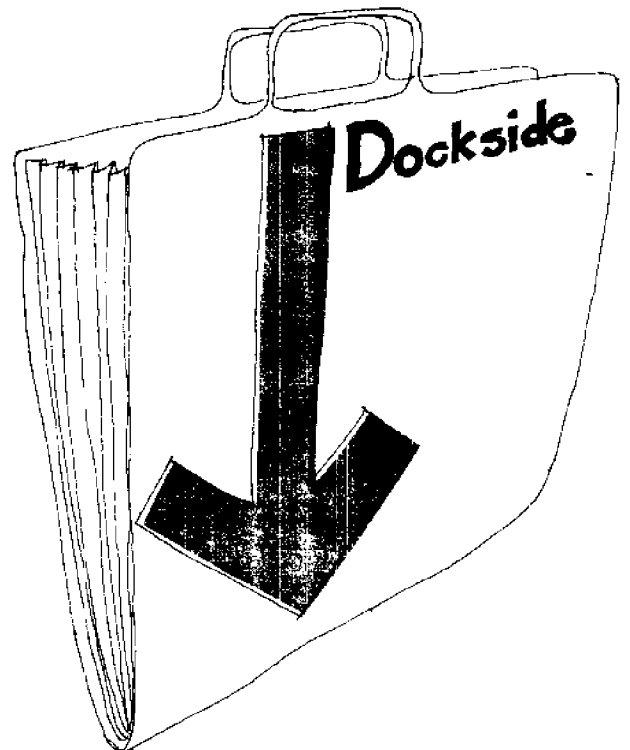
# Seafood Production

This publication has only one goal: to help retailers improve their marketing of fresh seafood. More specifically, it focuses on how a retailer might design his merchandising area and work space to maximize total revenue and to minimize operating costs. Here you will find a variety of approaches to a retailer's concern about facility and equipment floor plan, product flow configuration from receiving dock to display case, lighting, air flow/odor control, and interior and exterior architectural designs. All these concepts and innovations can be applied to new or remodeled facilities, to supermarket fresh seafood display counters, and to traditional, independent seafood markets.

The models you see here are the result of an intensive research effort to provide retailers with the most recent thinking in merchandising fresh seafood. You will notice that particular concern is given to sanitation, because bacteria are the source of odor and contamination problems. At the same time, equal attention is given to "romancing" seafood for the consumer -- through use of effective lighting and a variety of "visual cues" ranging from uniquely designed marquees to display posters.

Clearly, no one design is suitable for all retailers. What is done here is to provide the reader with ideas and practical concepts that can be adapted to his specific needs. It is suggested that this material be discussed with a design-oriented person so that the ideas presented here can be used to best advantage when applied.

This booklet is meant to be used. Read it carefully so that it can be useful to you as a basic reference on how you might build or remodel your seafood market.



# History

If you have investigated how fresh seafood is merchandised at the retail level in the United States, you would be nearly correct in concluding that retail methods have changed little in the last seventy-five years. It is not grossly exaggerated to state that the retail fresh seafood industry has yet to enter the twentieth century. That is a pretty provocative statement when you consider we are rapidly approaching the twenty-first century! You can travel to almost any community in the United States and find that, with the exception of a small handful of retailers, fresh seafood is poorly processed, handled, stored, displayed and promoted. Surprisingly, most retailers are successful. Despite inadequate merchandising efforts, seafood retailing is profitable.

Most supermarkets, if they ever carried fresh seafood, have now removed this item from their product assortment. In some instances consumer demand has not warranted the investment required to market this product category adequately. In other cases, and these seem to be the more prevalent, there was insufficient management interest -- at both corporate and store management levels -- in fresh seafood. Interest is a prerequisite to any business venture! Apathy among meat cutters toward handling fresh seafood, the need for separate workroom facilities, special equipment investment requirements, strict handling and processing procedures to assure product quality and sanitation, and unique merchandising techniques seemed to be formidable obstacles for management to overcome only for the sake of providing an item that showed a consumer consumption level of less than one-tenth that of red meat and poultry. (In 1972 U.S. per capita consumption of fish and shellfish -- fresh, canned, and frozen -- was 14.2 lbs., while per capita consumption of red meat -- beef, veal, pork, and lamb -- was 116 lbs.; poultry -- chicken and turkey -- was 52 lbs.)

Recently, however, a few supermarkets, particularly on the West Coast and in the Great Lakes area, have returned to marketing fresh seafood. In the process seafood departments were set up as distinct units, separate from the red meat department; each was provided with its own "shop identity" -- separate market management and corporate level supervision. A major force for this revitalized interest lay at the core of competing through the marketing strategy of the "shop concept." Following the shop concept, a supermarket comprises a variety of shops -- the bakery, deli, and wine shops, for example. These shops are the result of efforts on the part of supermarket managers to differentiate their facility from competitive establishments. The uniqueness attained affords a firm more drawing power that, in turn, leads to greater customer loyalty, revenue, and hopefully profits. The establishment of a seafood counter has been a natural move toward firm differentiation. With the reintroduction of the seafood shop also came the seafood concept.

# 4 The Seafood Concept

The seafood concept suggests that profits and customer satisfaction come from selling **seafood**, not “fish.” The word “fish” does not evoke a set of favorable images in the consumer’s mind, particularly if he imagines scaling, gutting, eviscerating, and boning it. Moreover, our culture tends to exhibit a negative bias toward fish. For example, if a person is indecisive, we say he “flounders.” If he is weak in character, we call him a “fish.” If he is small, we address him as “small fry.” And if he has a particularly thick skull, we say he is a “mullet head.” Clearly, the word fish is not apt to have an esteemed position in the consumer’s mind.

Just what do we mean by “Sell the Seafood Concept”? As a first step, it is easier to explain what this phrase does not mean. Naming the market “fish market” is not selling the seafood concept. You merchandise much more than fish! You offer a wide assortment of fresh and frozen finfish and shellfish (fresh water and salt water) from all parts of the world: cod from the North Atlantic, red snapper from the Gulf, mountain trout from the Rockies, squid from the Far East, salmon from the

Northwest, and catfish from the heart of America. When you name your shop “Joe’s Fish Market” or put a FISH sign above the seafood section in your supermarket, you have hurt both you and your customer.

The customer suffers because you fail to romance the greater attractiveness of a seafood product assortment compared to a fish product assortment. You suffer financially because he isn’t satisfied. By promoting fish rather than seafood, you naturally limit the set of images that enter the customer’s mind. Think about it. Do you not visualize a more inviting market interior (display case, interior design, posters, etc.) if a market is named Fulton’s Pier, Galveston Wharf, Pier 21, or Neptune’s Galley, than if it is named Joe’s Fish Market? Of course you do! Throughout this manual there is no reference to a fish market. The manual refers to a **seafood** market. Hopefully, you, too, will visualize your business as a seafood market. The product, seafood, is another part of the seafood concept, just as the market’s name is a part.

The seafood concept, then, is the total set of visual cues (symbols, colors, signs, interior design posters, recipes, price markets, display case, work area, personnel, advertisements, market name) and other items that make up what the consumer sees, hears, and smells when he is in your store. When added together, these cues tell the customer: “Here is where I buy my seafood.” The seafood concept is a total set of merchandising skills that tell the customer this seafood product is fresh, sanitary, top quality, fun to prepare, and enjoyable to eat. By selling the complete seafood concept and not just fish, your customer is not disappointed. Nor should you be disappointed at the end of the month when you look at the bottom line of your profit-and-loss statement.

# 5 Existing Facilities

Fresh seafood facilities vary greatly in size, configuration, types of services provided, and product assortment offered.

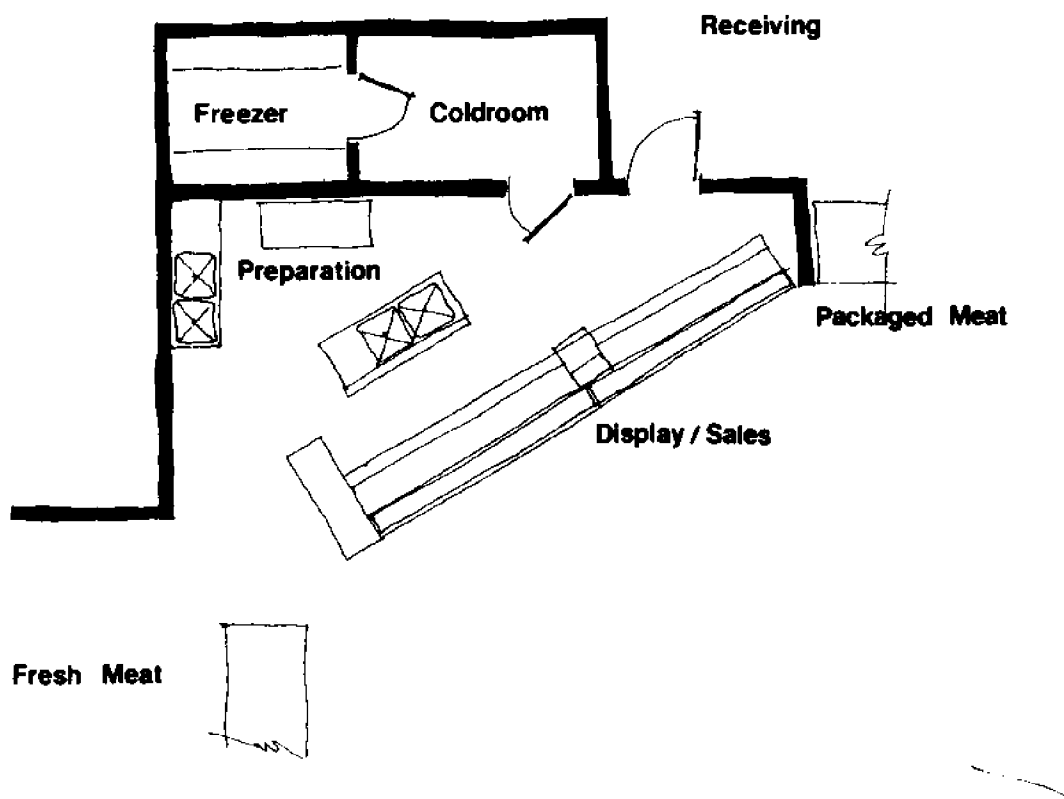
The following examples depict a variety of retail fresh seafood facilities in operation in supermarkets, independent retail markets, and market combination businesses in the United States.

## Supermarkets

Fresh seafood centers in supermarkets vary in size from small refrigerated cases to high volume opera-

tions that are virtually large enough to stand alone as independent seafood markets.

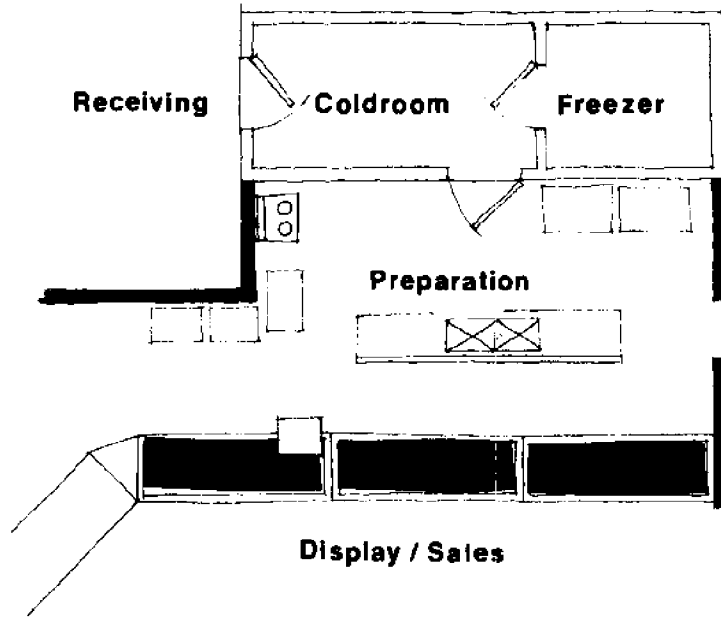
Some supermarket firms are trying self-service counters for fresh seafood. These installations require the product to be placed in containers, over-wrapped, weighed, priced, and placed inside the self-service case. The customer benefits by being able to personally select his purchase, while the firm benefits by being able to serve more customers with less personnel and reduced labor costs.



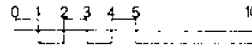
**Supermarket** 0 1 2 3 4 5 10

*Design for corner*

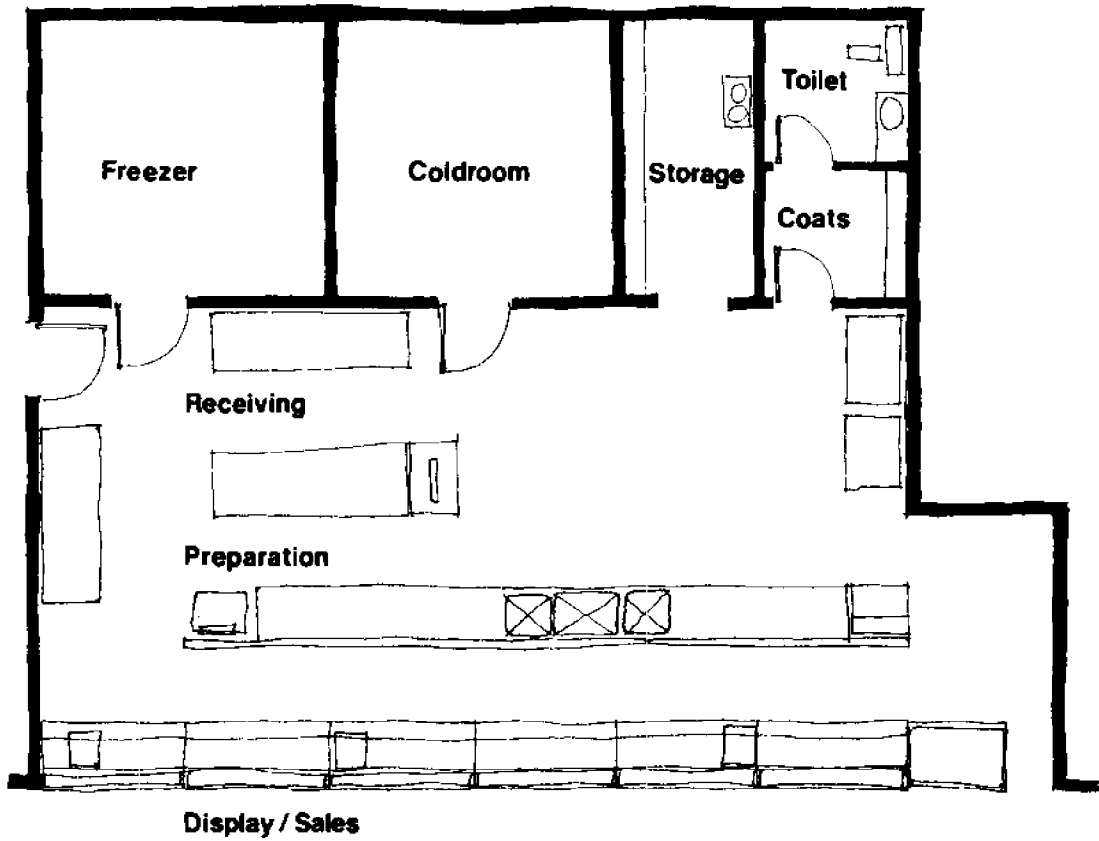




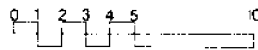
# Supermarket



*Design for wall section*



# Supermarket

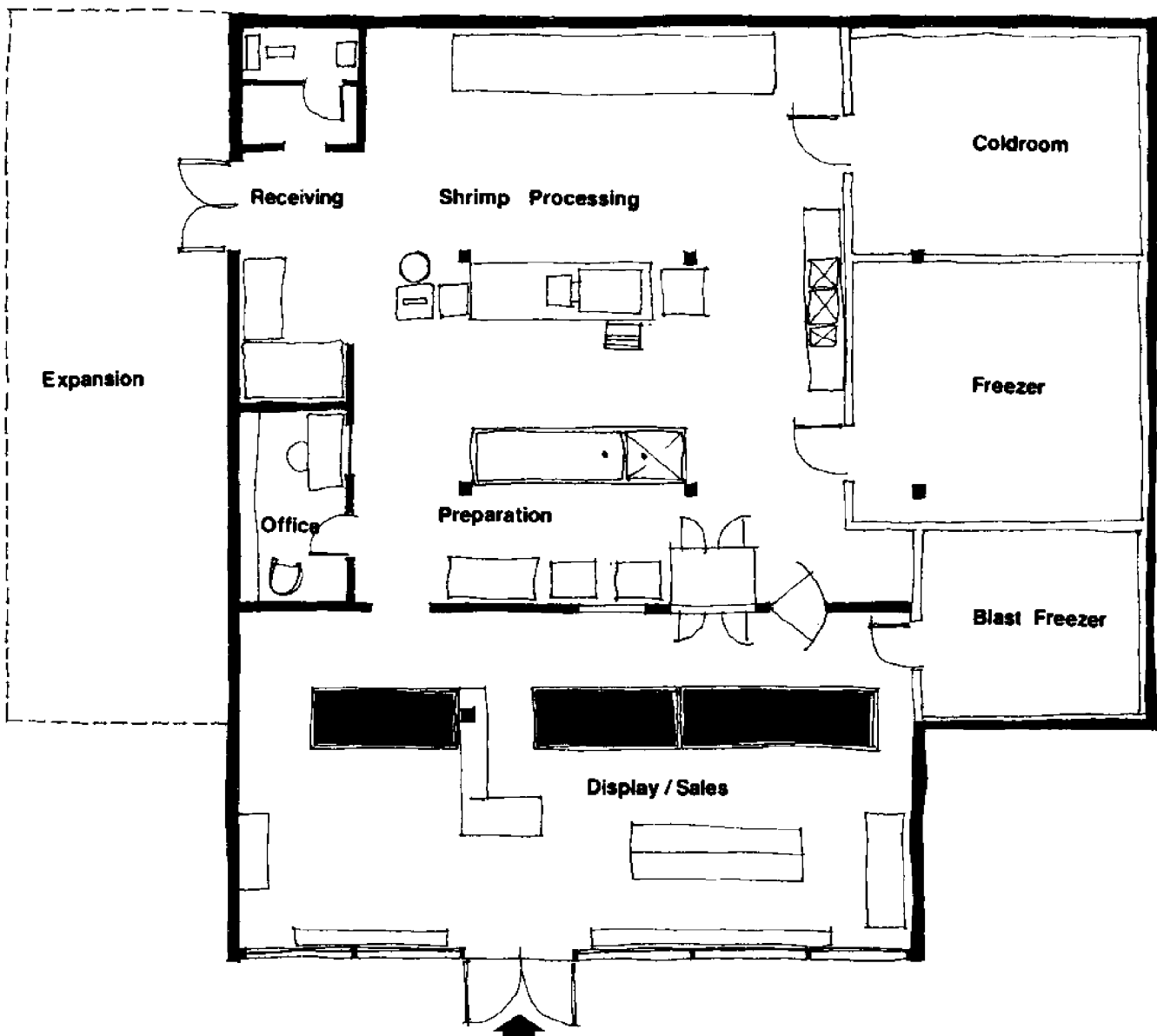


*Design for full wall*

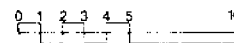
## Independent Retail Market

The independent retail market typically provides a relatively limited product assortment that consists of species available locally. It normally provides few complementary items and little promotional support to enhance its potency of assortment. This merchandising approach severely limits a merchant's market potential and often inhibits his chances to make a handsome rather than marginal

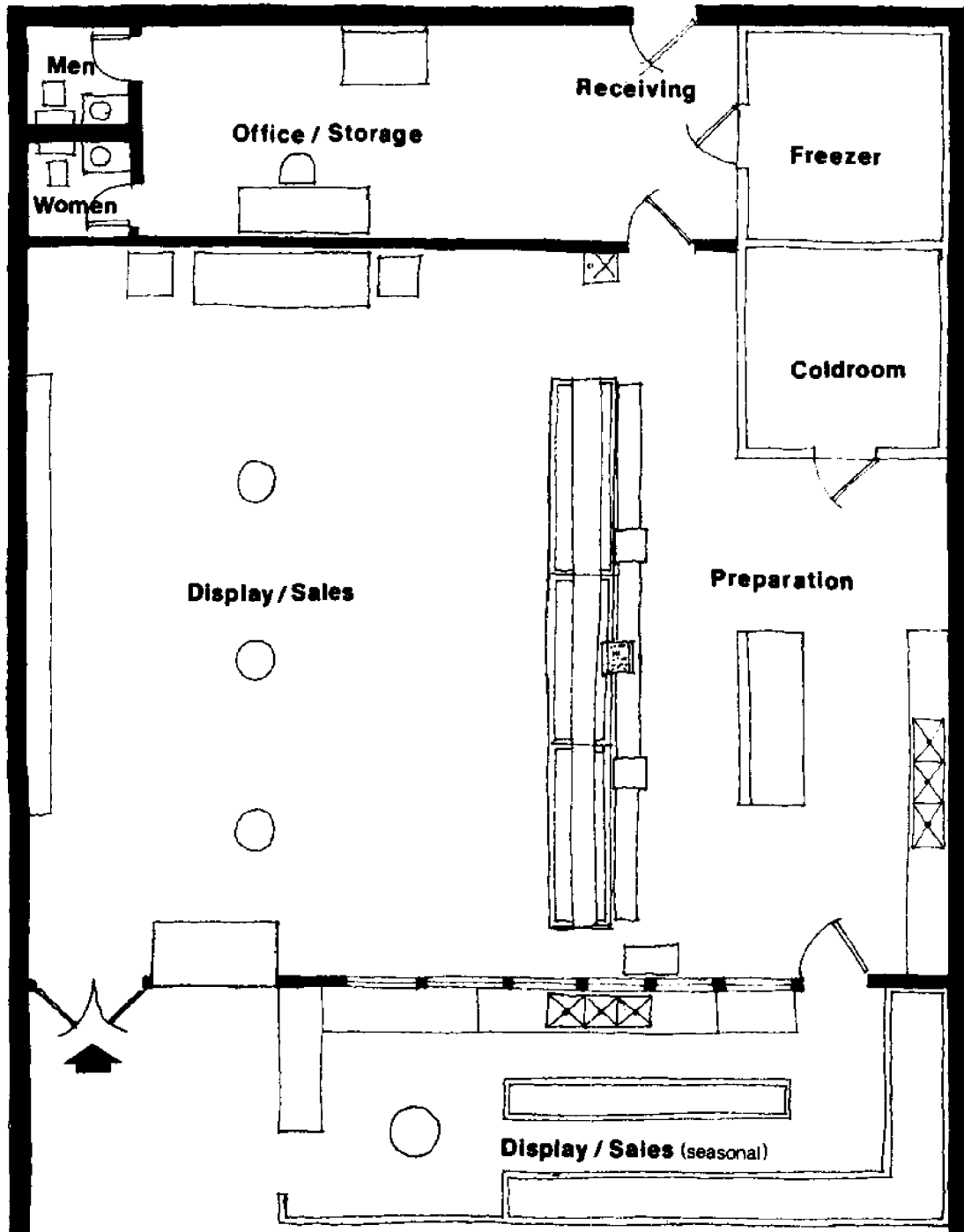
profit. The illustrations provided show retail markets that have become very profitable as a result of (a) developing a high volume shrimp wholesale/retail service; (b) expanding the product assortment to appeal to a wide customer market; and (c) offering a wholesale/retail seafood market plus a fast food and gourmet department. In all these situations the merchant relied on more than the basic fresh seafood retail market to generate revenue.



## Independent Seafood Market

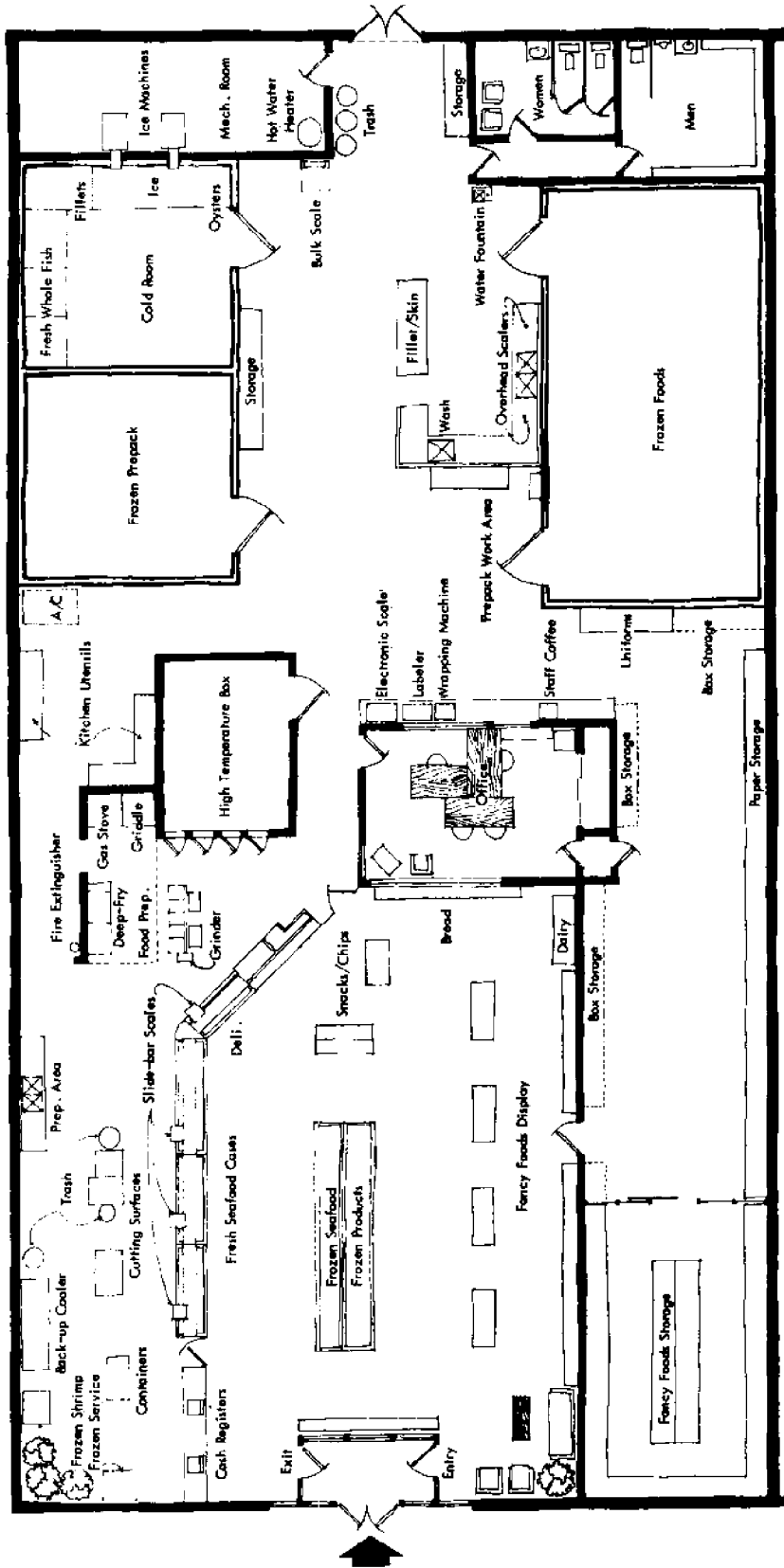


*Market with high volume shrimp wholesale-retail service (a)*



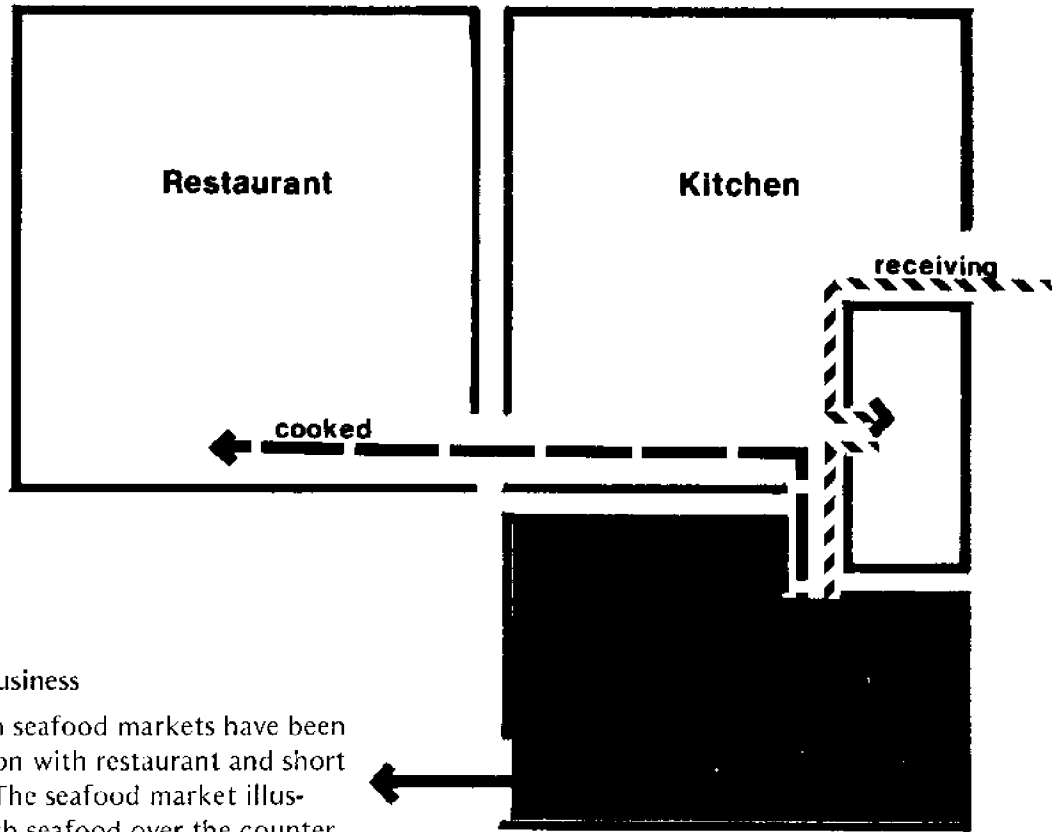
# Independent Seafood Market

*Market with expanded product assortment (b)*



Independent Seafood Market

Market with fast food and gourmet department (c)

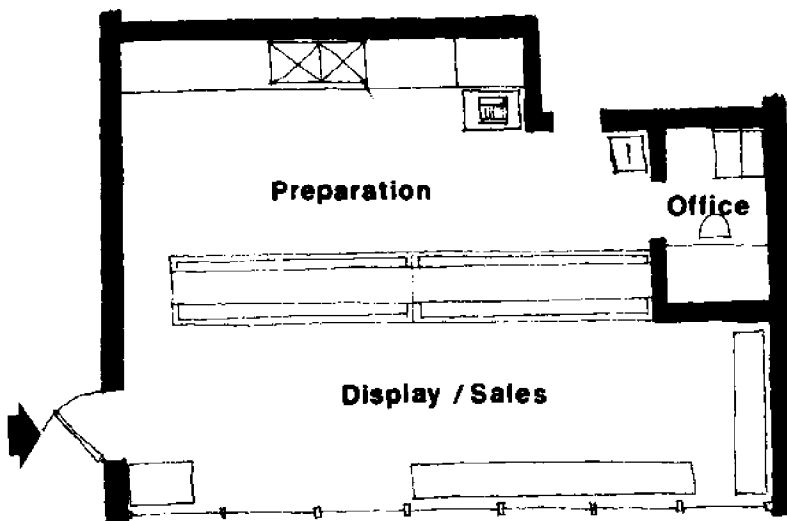


*Restaurant design*

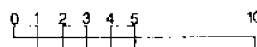
**Market Combination Business**

In some situations fresh seafood markets have been developed in conjunction with restaurant and short order establishments. The seafood market illustrated below retails fresh seafood over the counter. Also, the restaurant facility above prepares its menu selections by drawing from the fresh seafood market. This procedure ensures fresh products for the restaurant customer as well as for the market customer. Work duplication is avoided because seafood market personnel prepare the fresh prod-

uct both for the kitchen and for retail customers. There is investment saving because the cold room, freezer compartment, and processing areas are shared.



*Seafood market design*



# 6 Problem Areas

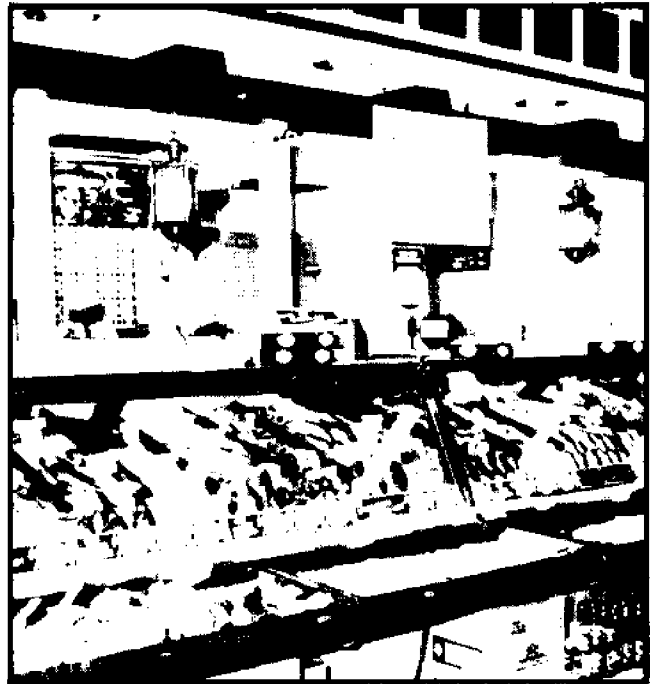
Several problem areas exist in almost every seafood market and can be put into four basic categories:

- Lighting
- Graphics
- Odor
- Product Display

## LIGHTING

Improper lighting creates glare on the glass of the display case and obscures the product from view. By shielding the light, the product becomes visible.

Notice in the illustration on this page that the customer can see the merchandise only if he stands between the product and the light source, and then he sees only the product immediately in front of him.



*Glare from improper lighting*



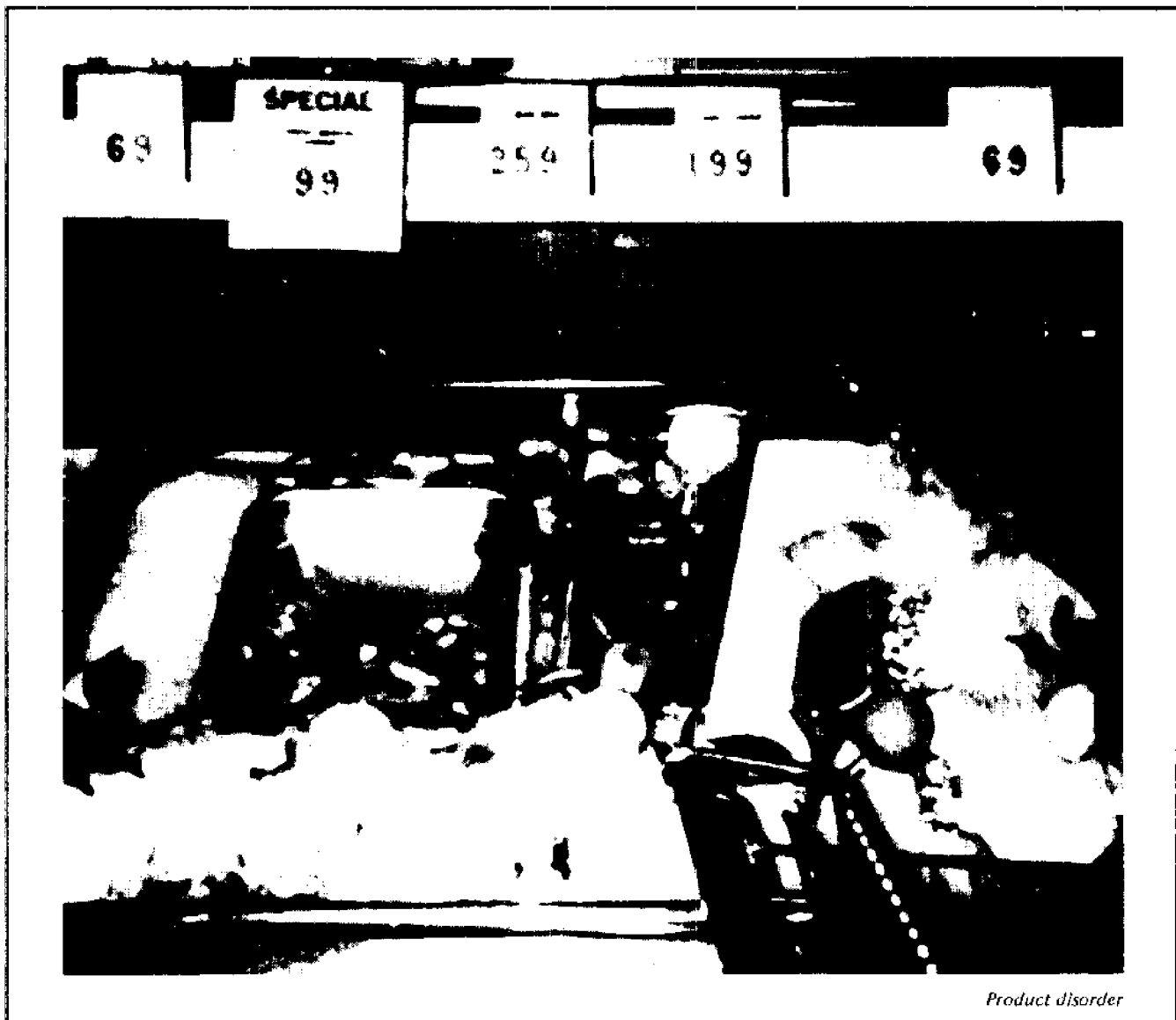
*Poor lighting and cluttered product display*

## GRAPHICS

Merchants tend to haphazardly pin market items such as receipts, price data, and other customer information on the walls. This approach to information display creates a highly disorganized image and results in ineffective communication with the customer. It fails to reinforce the product display since it competes for the customer's attention.

Older supermarkets have few if any graphics that the consumer can use to identify the store's seafood department. Newer supermarkets, however, do have a graphics system for information and department location. Many of these, however, compete with other graphics in the store and do not carry the message to the consumer effectively. Some questions that the retailer might ask regarding the graphics he uses are:

- Do the graphics do the job intended or are they merely decoration?
- Are the graphics located for optimal visibility?
- Does the customer understand the graphics?



*Product disorder*

## ODOR

Odor problems occur primarily in older seafood markets where air conditioning and exhaust systems are not used and in new facilities where proper cleanup and sanitation practices are not implemented. Attempts to mask odors by injecting artificial air fresheners sometimes prove effective. "Freshener" odors, however, may be too strong and offensive to the consumer in the retail market.

## PRODUCT DISPLAY

Clearly, product display plays one of the most important roles in good merchandising strategies. Some meat market personnel, however, do not like to handle seafood. Consequently, the product appears to be dumped into refrigerated display cases, has little or no ice, and is mixed with other products. These actions reveal product display disorder and demonstrate general management apathy.

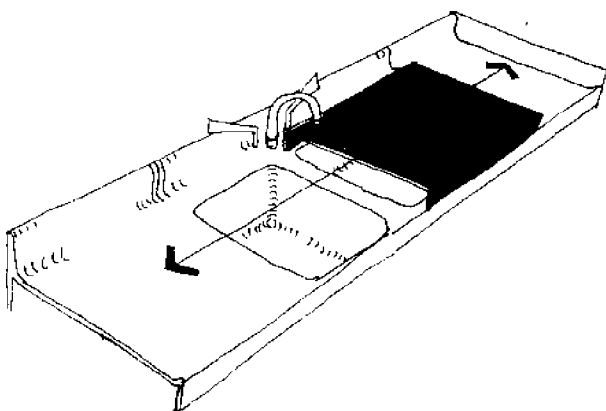
# 7 Sanitation Requirements

In all food handling situations sanitation is a critical factor and must be given special attention by the designer. Two basic considerations about sanitation requirements should be kept in mind when designing a seafood market – the area should be made large enough that there is room to accomplish work tasks without crowding people, equipment, and merchandise; and the design should be such that all surfaces are easily accessible to cleaning. Optimum sanitary conditions can be achieved through proper physical design. The following policies and procedures are recommended in planning the physical layout of a seafood facility:

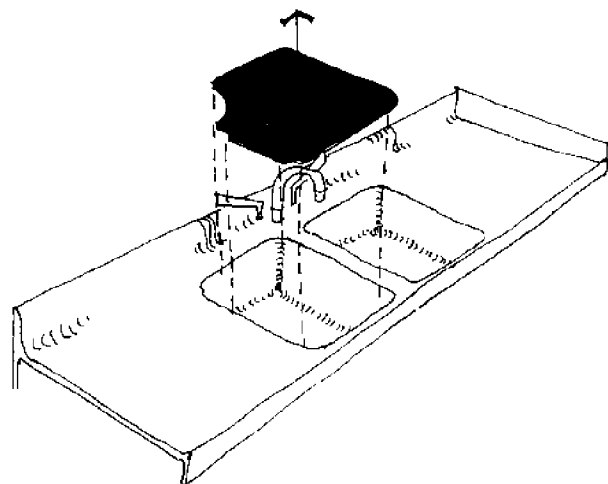
- All surfaces that come in contact with the product should be smooth, nontoxic, nonabsorbent, and noncorrosive.
- There should be no hard-to-reach corners. All equipment and walls must meet the floor by means of a smooth transition (coved) that will not collect dirt and bacteria. Inside walls and ceilings of coolers and freezers should be made of a smooth, impervious material. Brick, wood,

and cement block, which are absorbent and hard to clean, are not acceptable materials unless properly coated.

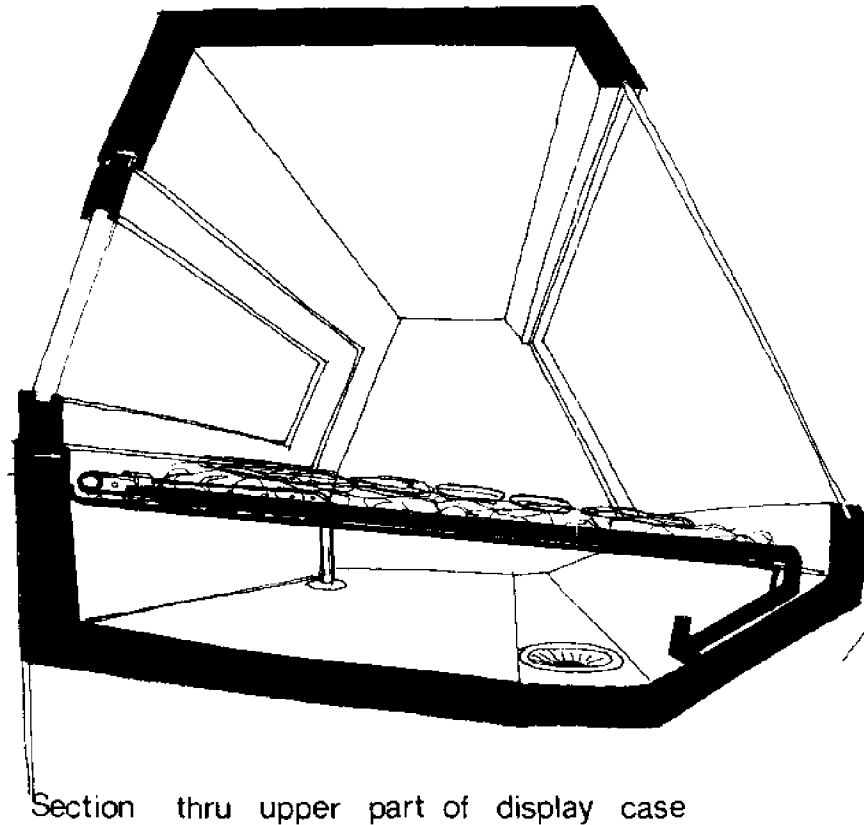
- Painting is not recommended because of rapid peeling and flaking. This presents a contamination hazard to food.
- All floors must be sloped to drains of at least 4-inch diameter. The drains should be fitted with removable filters. There should be one drain for every 400 square feet of floor surface.
- Floors of coolers and freezers should be waterproof, nonwearing, and acid-resistant. Materials such as concrete, metal, ceramic tile, or a resin-epoxy-based material are recommended.
- All cutting surfaces should be of nonabsorbent, easily cleaned material.
- Cutting surfaces must be removable for cleaning.
- To conserve space and increase efficiency, cutting surfaces can be mounted so that they slide over the sink work area.



**Moveable cutting surfaces**







*Drainage system for display counter*

- It is desirable to place a washdown system in all display cases to flush away dirty ice and product drippings as they accumulate. This device is located in the lower section of the display case and is manually activated by department personnel.
- Ice-making equipment should meet National Sanitation Foundation standards and should be cleaned thoroughly and regularly. Ice from a commercial source must be approved by the local or state health board.
- Equipment should be placed either one foot from walls and floors or sealed to walls and floors to simplify cleaning and inspection.
- All facilities for processing seafood should have wash-down, sanitizing sprayer.
- Sanitizing and cleaning supplies must be stored separately from the product handling area to prevent contamination.
- Preparation areas open to public view should be equipped with an air curtain to provide area refrigeration.
- All refrigerated display cases must be equipped with clean air inlets and return vents.
- Knife, steel wells, and equipment mounting brackets must be placed so that they can be removed and washed daily.
- Racks, shelving, brackets, etc. must not be constructed with "U"-shaped channel iron members unless they are mounted upside down so as not to collect debris.
- The number of joints per unit of surface area should be minimized since bacteria can collect at these points. Any joint that has to be made should be smooth welded.
- There should be kickboards, without holes, connecting all display counters solidly to the floor.

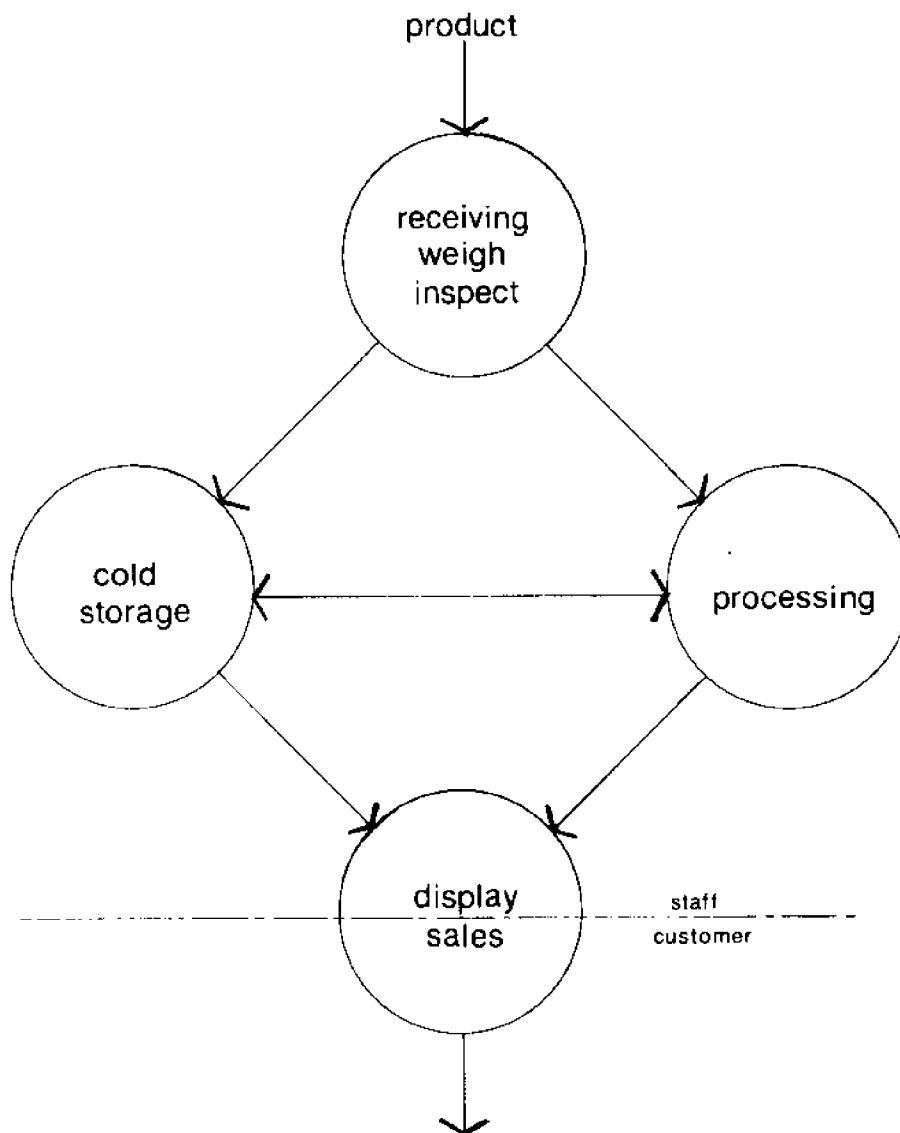
# 8 Functional Layouts

In a fresh seafood market, the arrangement of the various work components should maximize labor efficiency. This arrangement should minimize product flow conflicts that may arise as the fresh product proceeds from entry at the receiving docks to the final stage of being wrapped at the consumer counter.

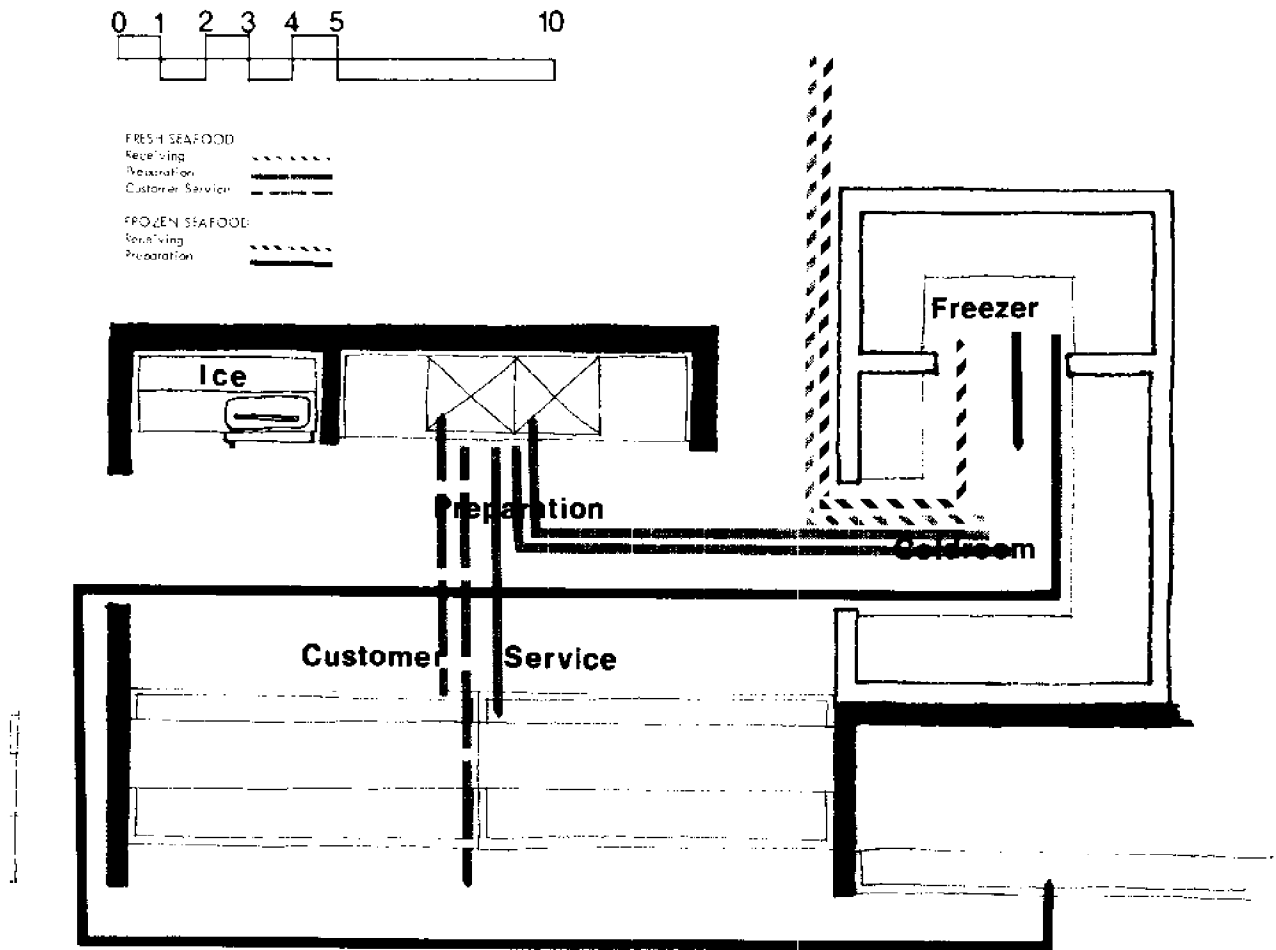
**Functional layout** refers to the planned and/or implemented arrangement of work components

used to carry out a given task. A functional layout should determine logical work stations that will minimize handling procedures, thereby allowing seafood marketing personnel more time to directly serve the customer.

The following sample layouts show the differences among three types of markets based on their flow patterns.



*Schematic layout of work components*



*Flow diagram for seafood receiving/preparation and customer service areas in a supermarket*

**SUPERMARKET**

This market is located along an aisle with access from the rear to the supply/receiving area.

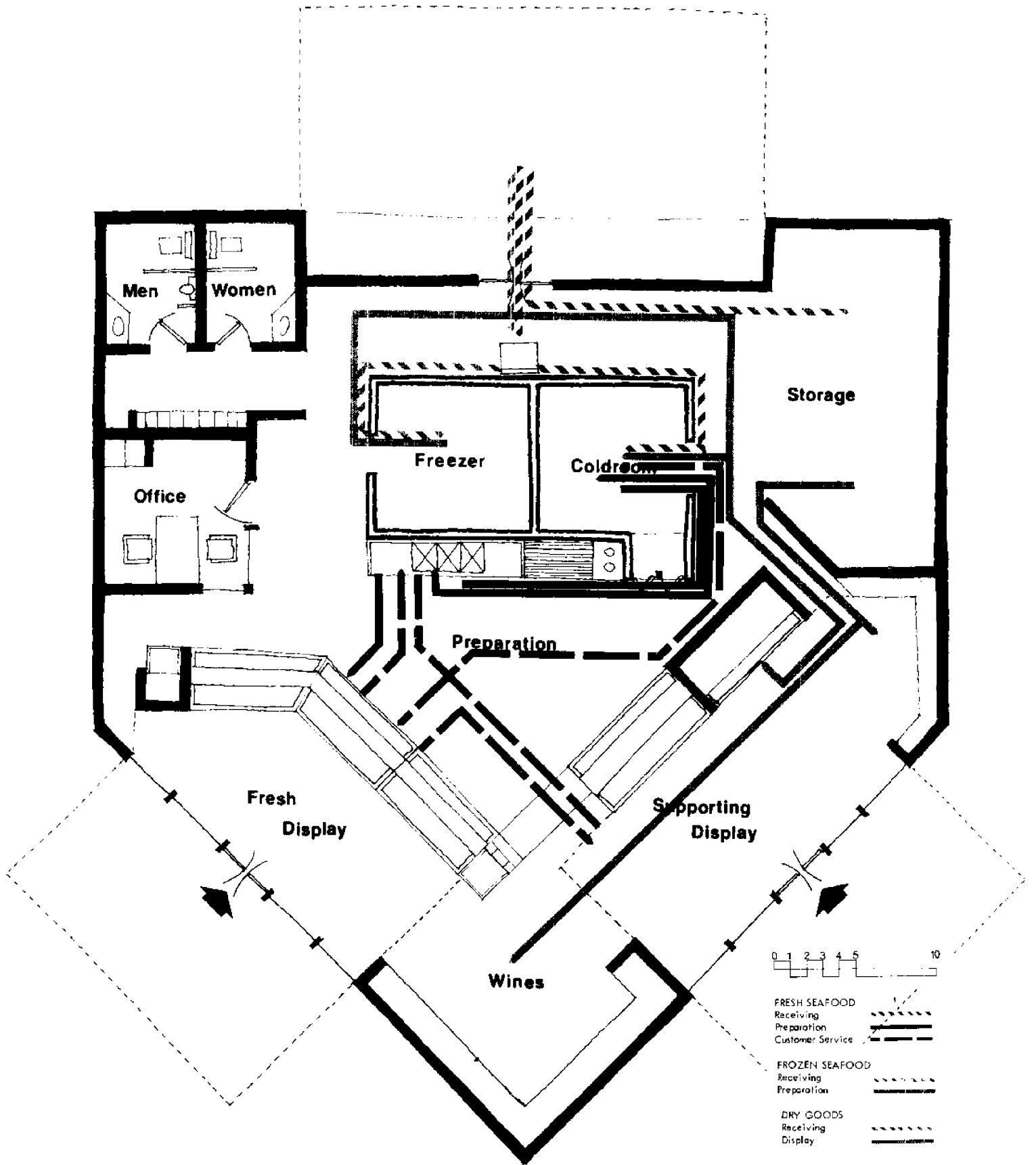
**INDEPENDENT (GENERAL SEAFOOD MARKET)**

Product entry occurs at the rear with space for a loading dock and trash area. The product is bulk-weighted, then moved to either a coldroom or freezer. Dry goods are checked against invoice, then stored or put on display. Dry goods storage

and display are placed together on the same side to minimize product movement.

Customers enter from either the fresh seafood area or the complementary product area. Whichever entrance is used, a fresh product case is the focal point. By using a low level of general illumination combined with refrigerated case lighting, the fresh product becomes a central attraction.

The fresh seafood section is complemented by canned goods, gourmet foods, and a small wine department. These secondary items support and enhance visualization of an attractive fresh seafood counter.



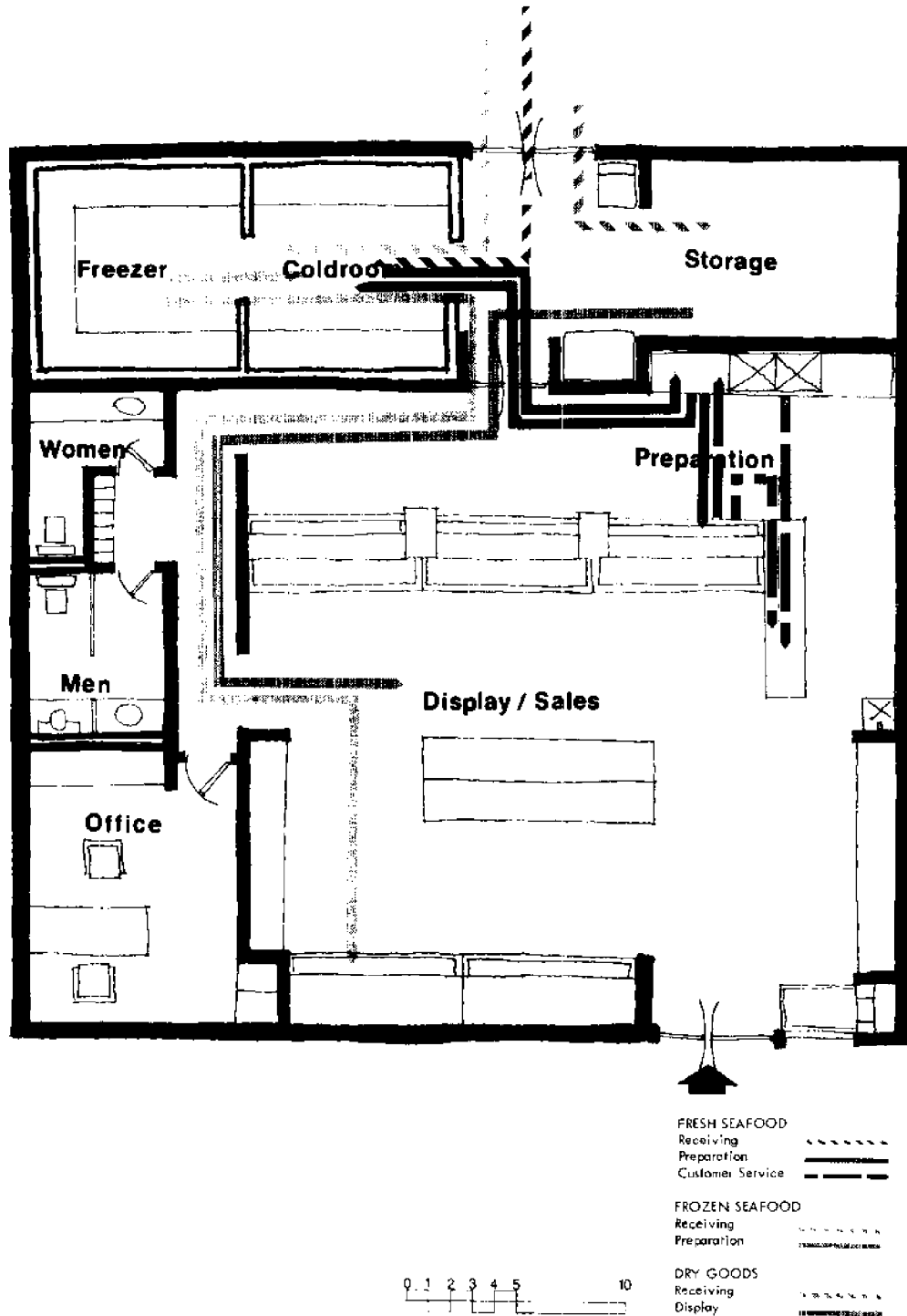
Flow diagram for seafood and dry goods in an independent general seafood market

## INDEPENDENT (SPECIAL SEAFOOD MARKET)

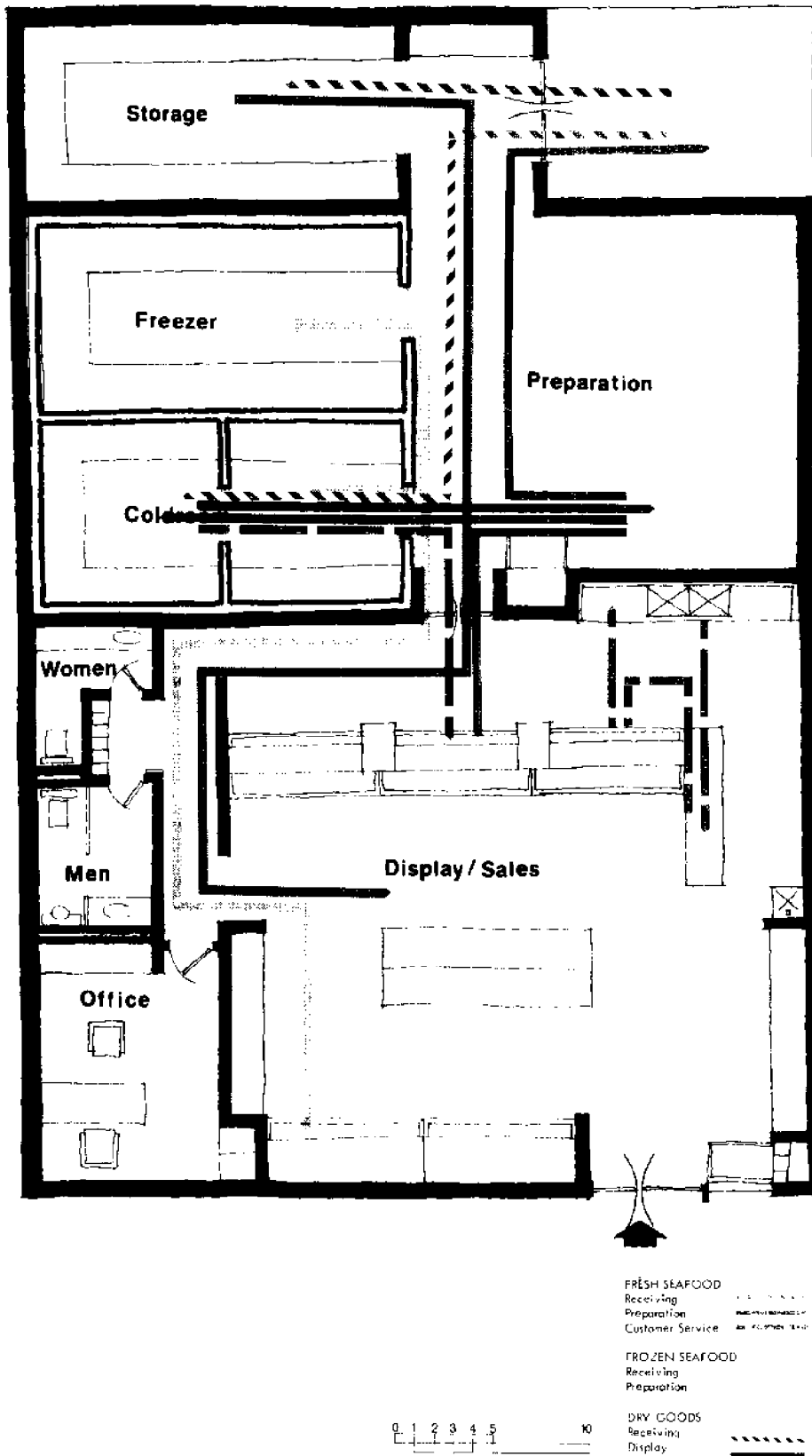
Fresh product is received at the rear of the store, checked, and then placed in either freezer, coldroom, or dry storage. Later the product is transferred to the retail area for preparation or display.

ty area were desirable (e.g., shrimp processing or wholesale business), the rear portion is designed to allow enlargement without interrupting existing business.

The layout below is appropriate for independent seafood markets. If expansion to include a special-



Flow diagram for seafood and dry goods in an independent special seafood market



"Expanded" view of special seafood market

# 9 Equipment

The types of equipment used in a fresh seafood market depend primarily upon the kinds of processing activities to be performed. For instance, if a seafood market buys all its products in fillet form and does not provide custom processing of whole fish, all that would be required would be a cold room and freezer space, a refrigerated display case, and a minimal wrapping area with a sink.

The more customer service a firm provides, the more equipment is needed. In addition, space requirements for storing the equipment and for processing facilities will increase as customer service grows.

## **MINIMUM SEAFOOD MARKET FACILITY**

The minimum seafood market facility is defined as the smallest set of seafood equipment, work space, and support items necessary to retail seafood products. This facility is designed for relatively low volume operation.

## **SELF-SERVICE FACILITY**

A self-service seafood facility has a configuration similar to the minimum facility. The consumer, however, must serve himself by selecting over-wrapped seafood products placed in an open display case similar to that found in the meat market section of food stores. This facility has a closed processing area equipped with wrapping and labeling machines or, in the case of some food chain stores, is supplied from a central processing facility.

## **OPTIMUM SEAFOOD MARKET FACILITY**

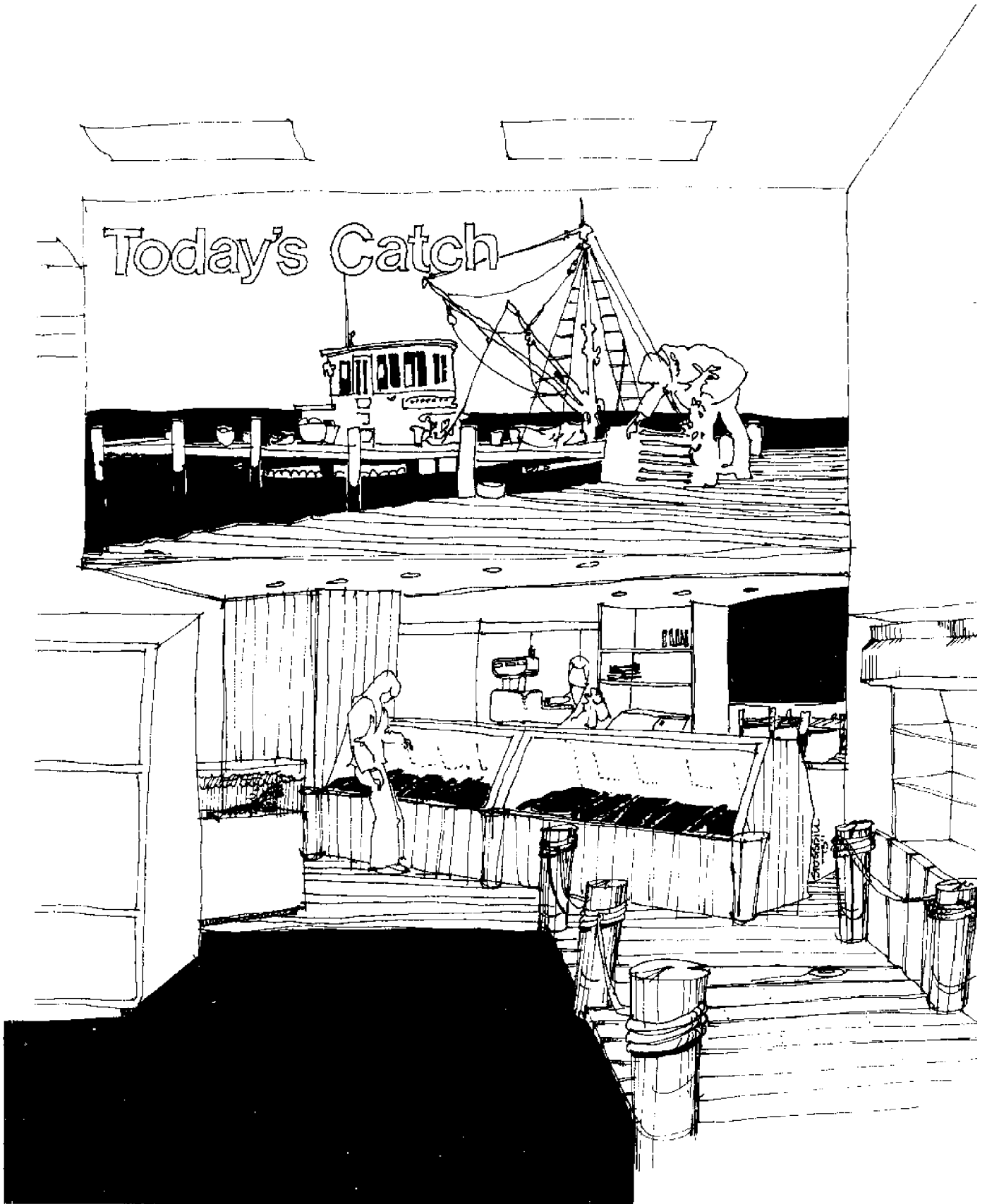
The optimum seafood market facility is defined as that configuration of equipment, work space, and support items that will handle efficiently a relatively large retail volume by supermarkets and independents. For independent businesses, this facility is designed to incorporate ancillary operations such as restaurant or wholesale businesses. The minimum facility is not designed to encompass large volume sales nor ancillary businesses.

COMPONENT REQUIREMENTS BY FACILITY TYPE AND SIZE	SUPERMARKET				TASK AREA				ELECTRICAL REQUIREMENTS	PLUMBING REQUIREMENTS	HEIGHT	LENGTH	DEPTH
	MINIMUM	OPTIMUM	SURETY	MINIMUM	OPTIMUM	SPECIALTY	SELF SERV.	PREP.					
Walk-in Cooler (48 sq. ft.)	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	Runoff from Condenser	7'-6"	8'-0"	8'-0"
Walk-in Cooler (100 sq. ft.)	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	and 4" Floor Drain	7'-6"	8'-0"	8'-0"
Walk-in Cooler (160 sq. ft.)	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	Runoff from Condenser	7'-6"	8'-0"	8'-0"
Walk-in Freezer (48 sq. ft.)	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	and 4" Floor Drain	7'-6"	8'-0"	8'-0"
Walk-in Freezer (100 sq. ft.)	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	Runoff from Condenser	7'-6"	8'-0"	8'-0"
Walk-in Freezer (160 sq. ft.)	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	and 4" Floor Drain	7'-6"	8'-0"	8'-0"
Frozen Case Back-up Freezer	•	•	•	•	•	•	•	•	115 V 15 Amp		7'-0"	3'-0"	3'-0"
Refrigerated Back-up Cooler	•	•	•	•	•	•	•	•	115 V 15 Amp		7'-0"	3'-0"	3'-0"
Flash Freezer	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	Runoff from Condenser	7'-6"	8'-0"	8'-0"
Hi-Temperature Box	•	•	•	•	•	•	•	•	115 V in Box 230 V Compressor	and 4" Floor Drain	7'-6"	8'-0"	8'-0"
Refrigerated Display Case (Lin. ft.)	8	16	24	8	24	24	•	•	115 V in Case 230 V Compressor	1" Drain 1/4" Supply	4'-6"	8'-6"	3'-6"
Frozen Display Case (Lin. ft.)	4	8	8	4	8	8	•	•	115 V in Case 230 V Compressor	1" Drain	7'-0"	8'-6"	3'-6"
Labette Table	•	•	•	•	•	•	•	•	115 outlet	Hook to Fill/Floor Drain	6'-0"	6'-0"	2'-6"
Ice Maker (1200 lb./24 hr.)	•	•	•	•	•	•	•	•	230 V 9.3 Amps	1/2" Supply 3/8" Drain	5'-0"	3'-0"	2'-6"
Ice Maker (1800 lb./24 hr.)	•	•	•	•	•	•	•	•	230 V 15.1 Amps	1/4" Supply 5/8" Drain	5'-0"	3'-0"	2'-6"
Dry Good Storage (sq. ft.)	•	•	•	•	•	•	•	•	230 V 20.0 Amps	1/4" Supply 3/8" Drain	6'-0"	3'-0"	3'-0"
Dry Good Storage (sq. ft.)	•	•	•	•	•	•	•	•	230 V 20.0 Amps	1/4" Supply 3/8" Drain	7'-0"	8'-0"	1'-0"
Filtering Table	•	•	•	•	•	•	•	•			3'-0"	8'-0"	2'-6"
Sealing Table	•	•	•	•	•	•	•	•			3'-0"	8'-0"	2'-6"
Stainless-steel Work Top (Lin. ft.)	4	4	6	4	6	6	•	•			3'-0"	8'-0"	2'-6"
Sinks	1	2	3	1	3	3	•	•			6'-0"	8'-0"	2'-0"
Disposal Units	1	2	3	1	1	1	•	•	115 V	1/2" hot & cold supply 2" drain	3'-0"	2'-0"	2'-0"
Trash Receptacles	1	2	3	1	4	4	•	•			2'-0"	2'-0"	2'-0"
Overhead Scales	•	•	•	•	•	•	•	•			3'-0"	2'-0"	2'-0"
Automated Scales	•	•	•	•	•	•	•	•			3'-0"	2'-0"	2'-0"
Bulk Weighing Scale	•	•	•	•	•	•	•	•			3'-0"	2'-0"	2'-0"
Dollies/Carts	2	2	2	2	2	2	•	•	230 V 15.0 Amps	3/4" Supply 2" Drain	4'-0"	3'-0"	3'-0"
Shrimp Sorter	•	•	•	•	•	•	•	•	115 V	1/2" Supply 1" Drain	3'-0"	3'-0"	3'-0"
Shrimp Processor	•	•	•	•	•	•	•	•	230 V 3 Amps	3/4" Supply 2" Drain	5'-0"	3'-0"	3'-0"
Electronic Scales	•	•	•	•	•	•	•	•	115 V	1/2" Supply 1" Drain	3'-0"	2'-6"	2'-0"
Labeler	•	•	•	•	•	•	•	•	115 V	3/4" Supply 2" Drain	7'-6"	1'-0"	3'-0"
Automatic Wrapper	•	•	•	•	•	•	•	•	115 V	1/2" Supply 1" Drain	3'-6"	3'-6"	2'-6"
Paper Outer-wrap Dispenser	•	•	•	•	•	•	•	•	115 V	1/2" Supply 1" Drain	2'-0"	2'-0"	2'-0"
Paper Towel Dispenser	•	•	•	•	•	•	•	•	115 V	1/2" Supply 1" Drain	1'-0"	1'-0"	1'-0"
Grinder	•	•	•	•	•	•	•	•	115 V	1/2" Supply 1" Drain	4'-0"	2'-0"	2'-0"
Fire Extinguisher	•	•	•	•	•	•	•	•			3'-0"	9"	1'-0"
Stove/Burners	•	•	•	•	•	•	•	•			3'-0"	9"	1'-0"
Deep Fat Fryers	•	•	•	•	•	•	•	•	230 V	Gas Connection	1'-0"	3'-0"	2'-0"
Cook Area Work Top (Lin. ft.)	•	•	•	•	•	•	•	•	115 V	1/2" Supply	3'-0"	6'-0"	2'-0"
Band Saw	•	•	•	•	•	•	•	•	115 V	1/2" Supply	2'-0"	2'-0"	1'-6"
Overhead Hand Sprayers	•	•	•	•	•	•	•	•	230 V	as required	3'-0"	6'-0"	2'-0"
Wall-down Sanitizing Sprayer	•	•	•	•	•	•	•	•	115 V	as required	2'-0"	2'-0"	2'-0"
Air Curtain	•	•	•	•	•	•	•	•	115 V	as required	3'-0"	6'-0"	2'-0"
Exhaust Grille	•	•	•	•	•	•	•	•	115 V	as required	2'-0"	2'-0"	2'-0"
Sales Counter with Storage (Lin. ft.)	•	•	•	•	•	•	•	•	115 V	Telephone Connection	2'-8"	5'-0"	2'-6"
Cash Registers	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
Telephones	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
Desk	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
Chairs	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
File Drawers	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
Coffee Area	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
Water Fountain	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"
Employee Lockers	•	•	•	•	•	•	•	•	115 V duplex outlet	wall or desk	3'-0"	2'-0"	2'-0"

Seafood market component requirements



# 10 Problem Recommendations



## GRAPHICS

The primary emphasis of the seafood market is on retailing fresh seafood. Store graphics must reinforce this emphasis.

Graphics used by a seafood market should be clearly visible long before the product itself is visible to the customer. The initial graphic should be visually appealing -- it should stimulate thinking or create questions in the mind of the consumer.

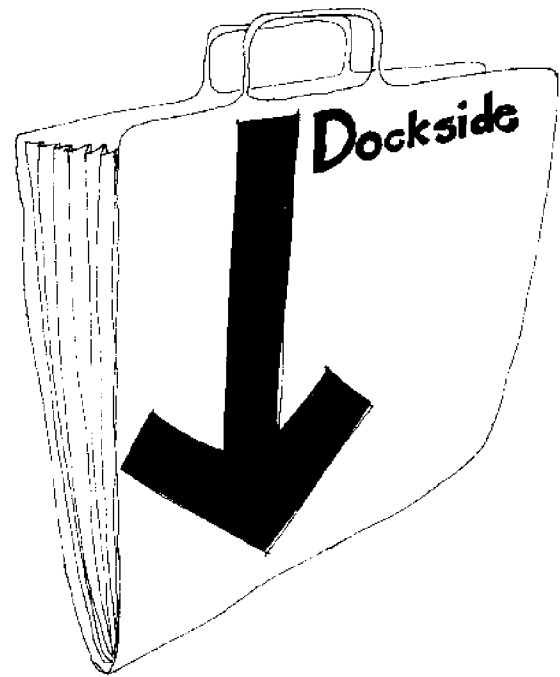
When the shopper gets close enough to the seafood department to identify it separately from adjacent departments, the initial graphic loses its impact and a secondary set of graphics becomes important. This set of graphics should impart specific information about the seafood department:

- Advertised specials
- Customer services offered
- Hours open for service
- Product support information

By now the consumer has had a chance to think about fresh seafood and to develop a desire for it. He stands in front of the display counter and focuses primarily on the product displayed in the case.

Techniques used to reinforce a total graphics image could include:

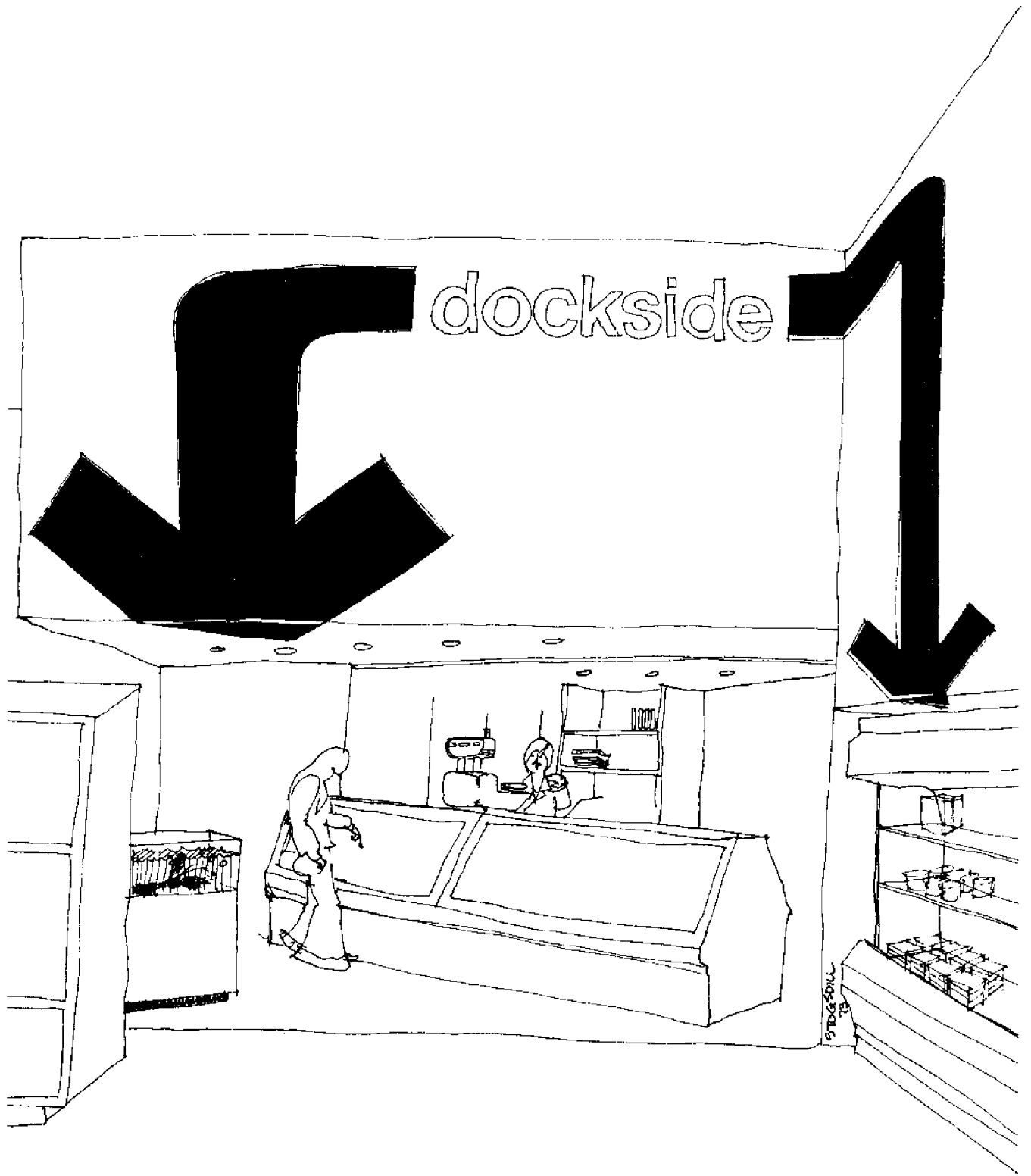
- Card hangers placed on aisle shelves in other food sections to remind the shopper of the fresh seafood market
- Seafood wrapping paper and containers coordinated with the overall graphic scheme
- Distinctive wearing apparel for employees operating the seafood market



*Shopping bag*



*In-store point-of-sale poster*



*Arrows folding under canopy direct eye to display area*

## LIGHTING

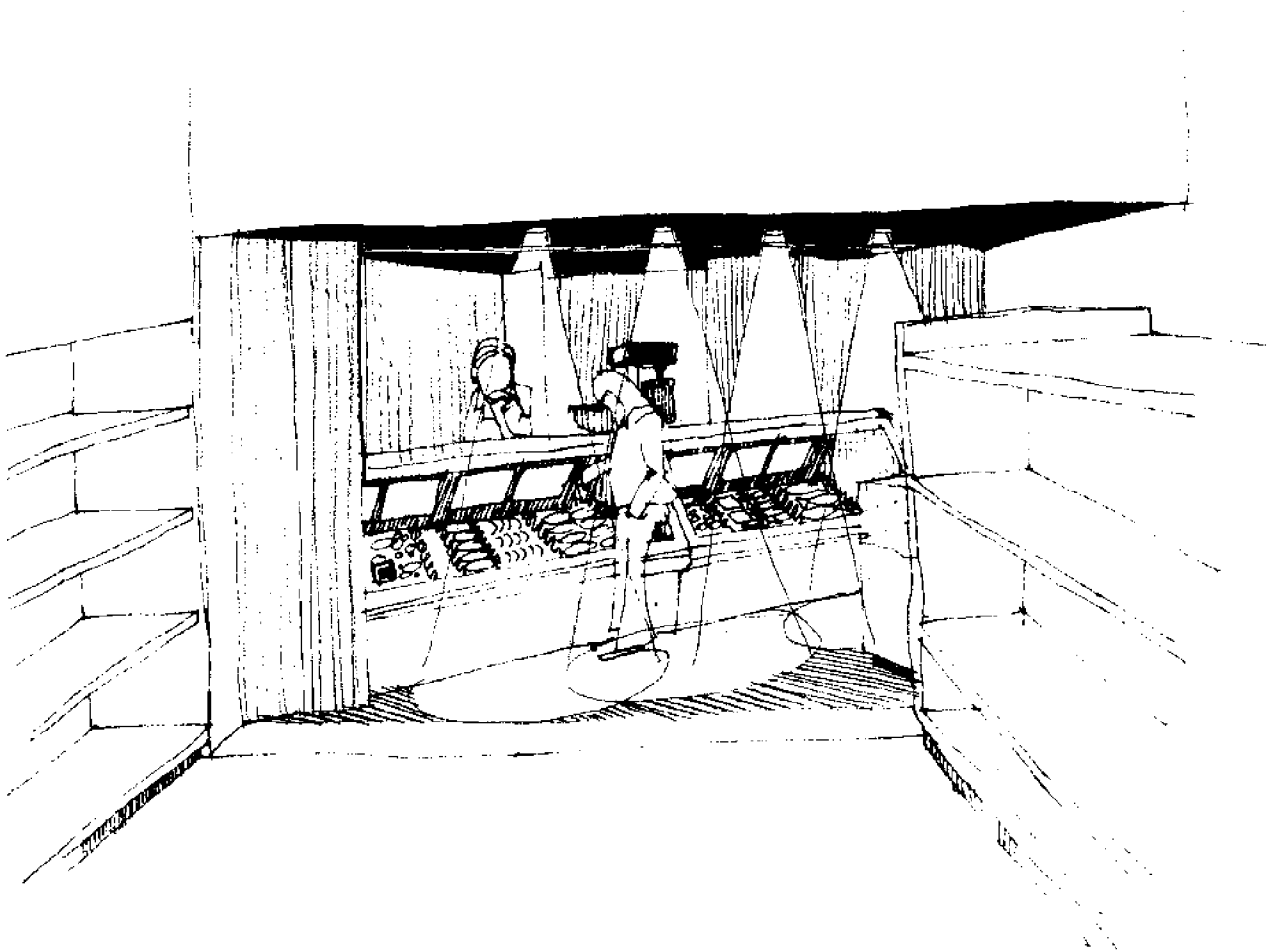
Reflection problems can be avoided by analyzing carefully light source, quantity, and type. In most cases reflection is caused by improper positioning of general illumination.

To overcome this problem, a baffle may be installed to block the path of problem lights.

In new stores the use of canopies or extended low ceilings with controlled downlights has been proven effective in eliminating glare and reflection.

Controlled downlights illuminate suggested customer traffic patterns. Refrigerated case lights not only highlight the product but also focus customer attention on the seafood in the display case. Daylight type lighting rather than cool white or other illuminate colors tends to give display product the best color enhancement. Other colors tend to "wash-out" the natural color of the product.

Lighting systems properly designed for merchandising contribute greatly to product attractiveness. Light emphasis directs the consumer's attention to specified areas.



*Spotlights highlight product display area*

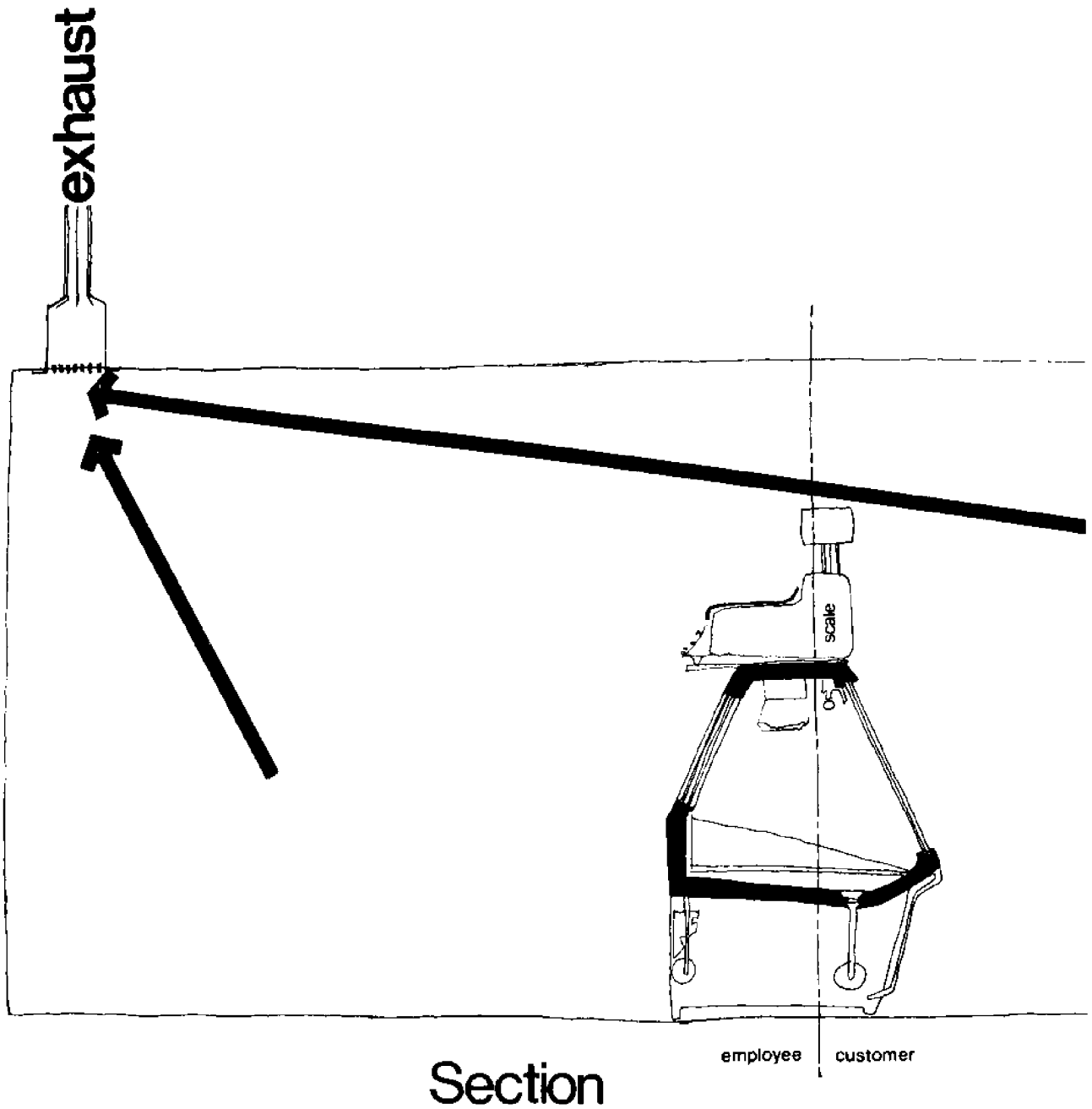
## ODOR

Two methods of air handling that have proven very effective in the removal of undesirable odors are:

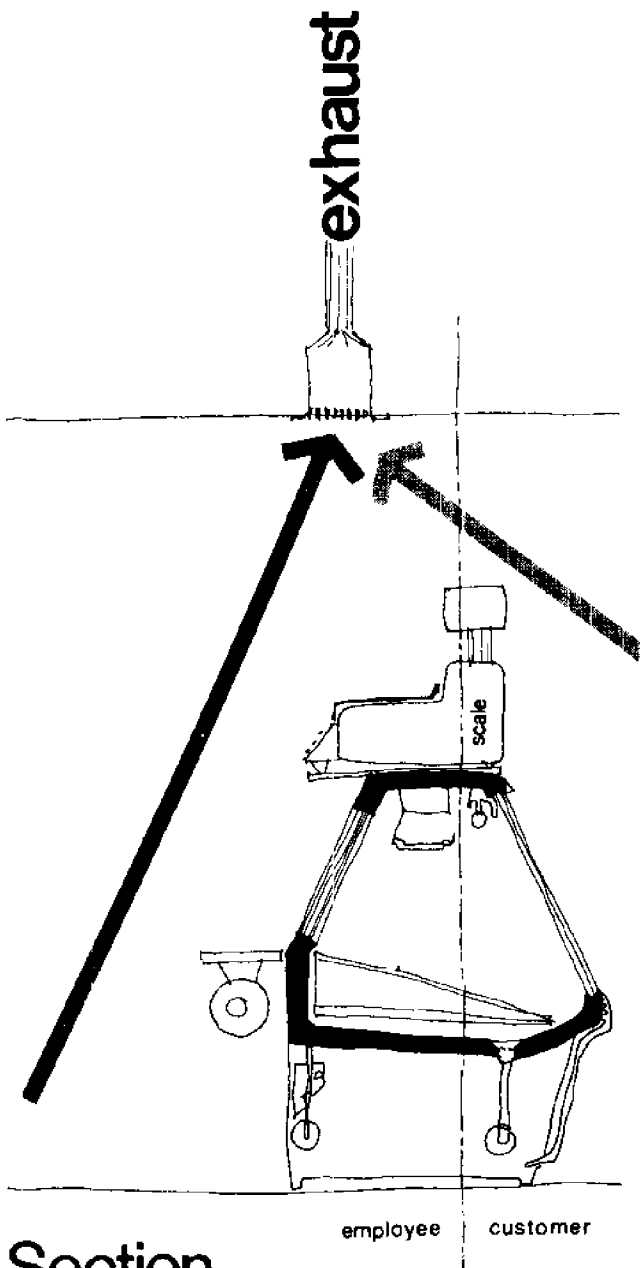
- Exhausts at the line of the case in the ceiling above the refrigerated counter
- An air curtain located at the line above the refrigerated counter

Other locations have been employed for exhaust outlets, such as the rear ceiling of the work area. From the viewpoint of sanitation, however, that location is not desirable.

An air curtain has the added advantage of maintaining a lower temperature on the processing side of the seafood market.

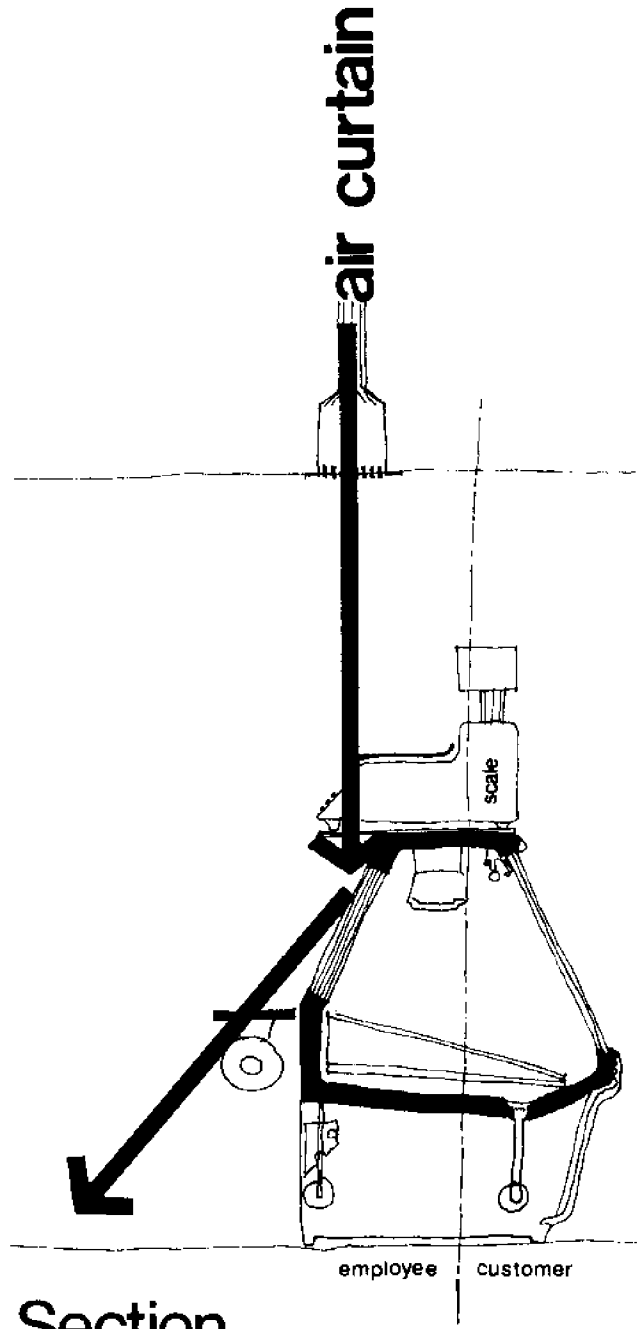


*Exhaust in market work area*



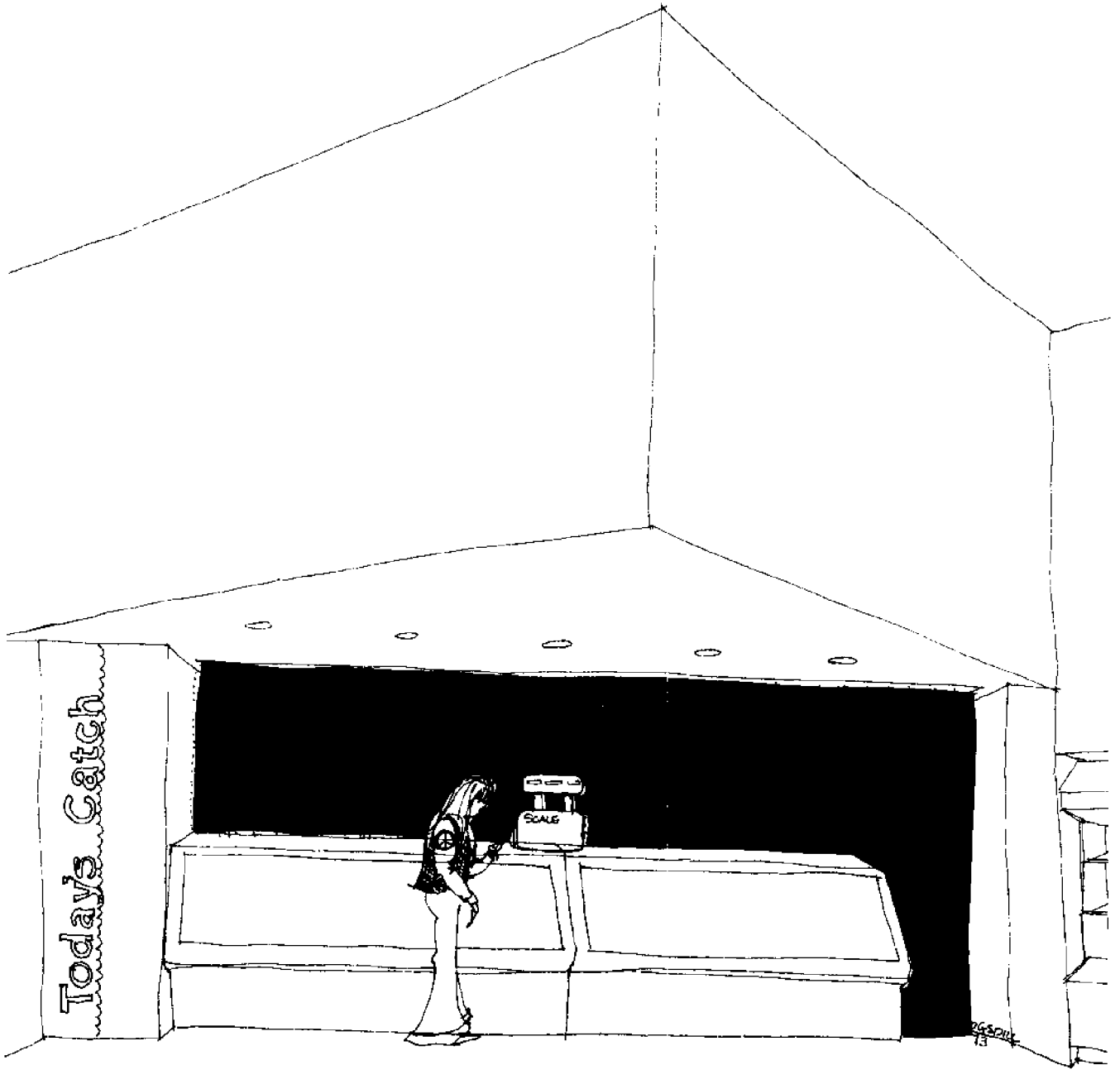
## Section

*Exhaust above refrigerator counter*



## Section

*Air curtain for odor control*



*Air curtain*

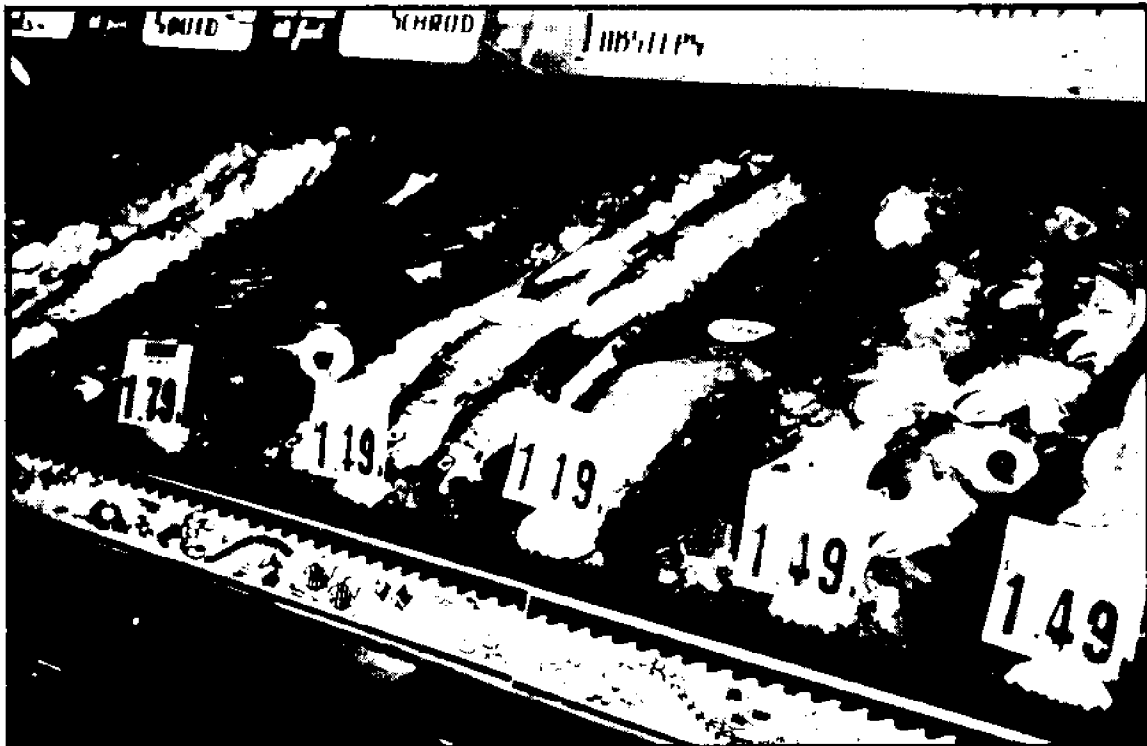
## PRODUCT DISPLAY

Product display cannot be emphasized enough. Product assortment combined with an organized visual display are vital for a successful market. If the product does not look good, it probably will not be purchased regardless of how effective any support material and physical facilities might be.

## PERSONNEL CONSIDERATION

Attention must be given to the personnel operating the market. They must demonstrate:

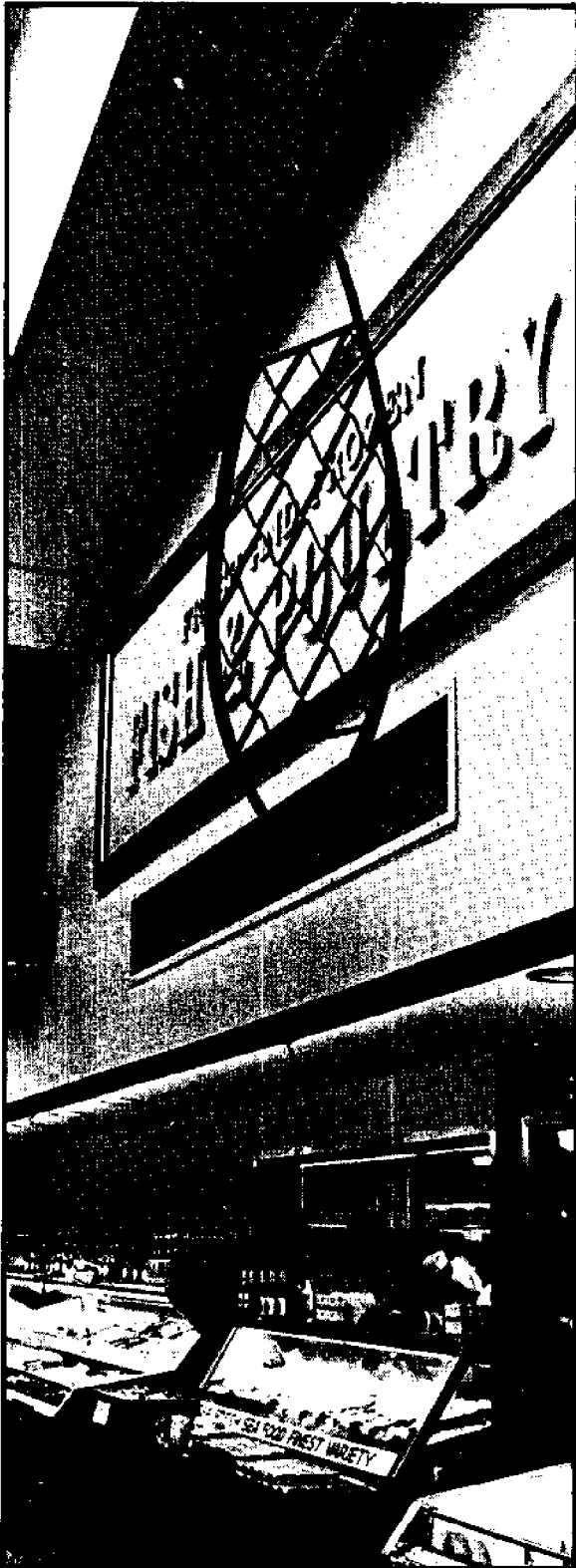
- Cleanliness
- Neatness
- Friendliness -- ready to serve and assist
- Knowledge about seafood
  - Where it comes from
  - How to care for it after it is taken home
  - Ways to prepare it
  - How to serve it



*Example of good product display*



# 11 Case Study (Supermarket)



*Existing graphics*

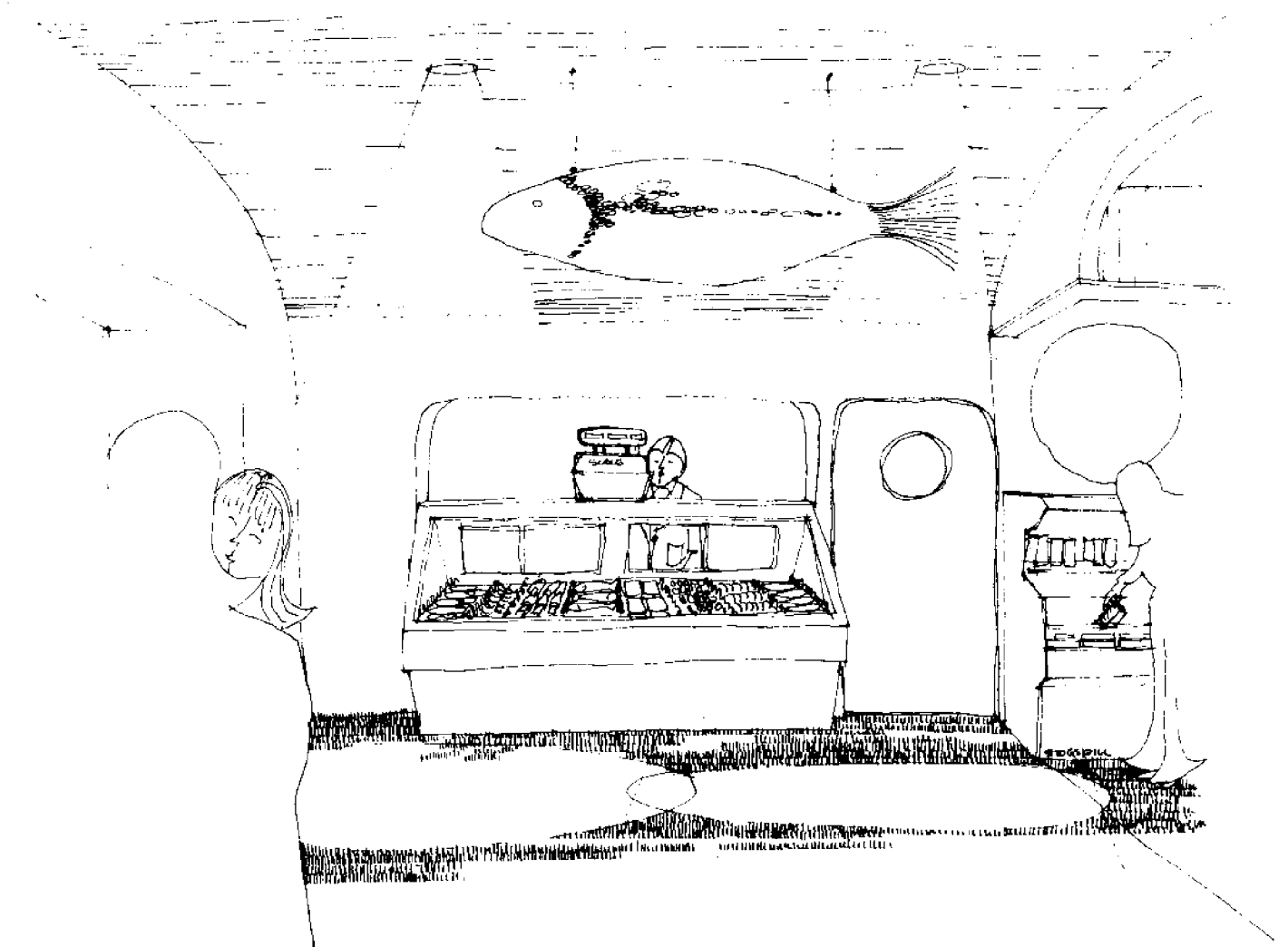
A supermarket chain allowed this research team to use one of its stores as a case study. The store was photographed and found to have three problem areas that could be improved.

- In-store graphics
- Location of market
- Lighting on display case

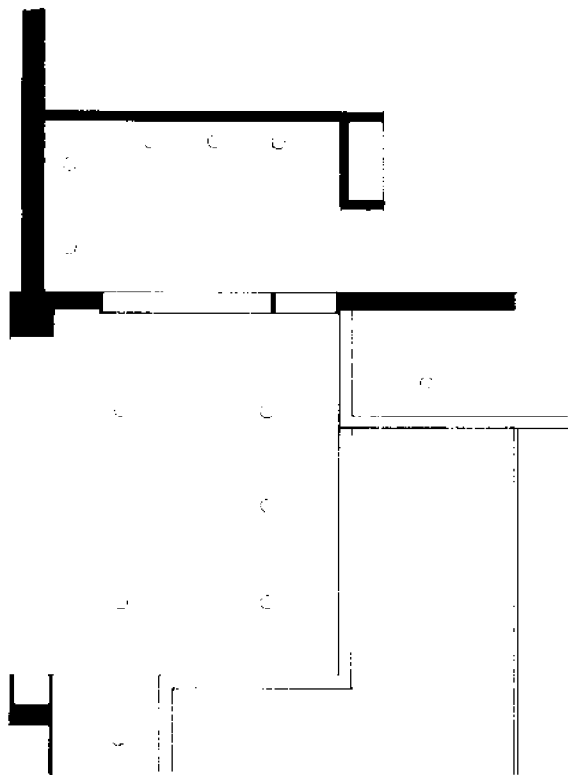
The store had a recent addition (see plan on page 33) that included a bakery, deli, wine cellar, and homewares department. The interior of the new addition was well-designed both functionally and graphically.



*Existing product display*



*Proposed redesign*



Reflected Ceiling Plan

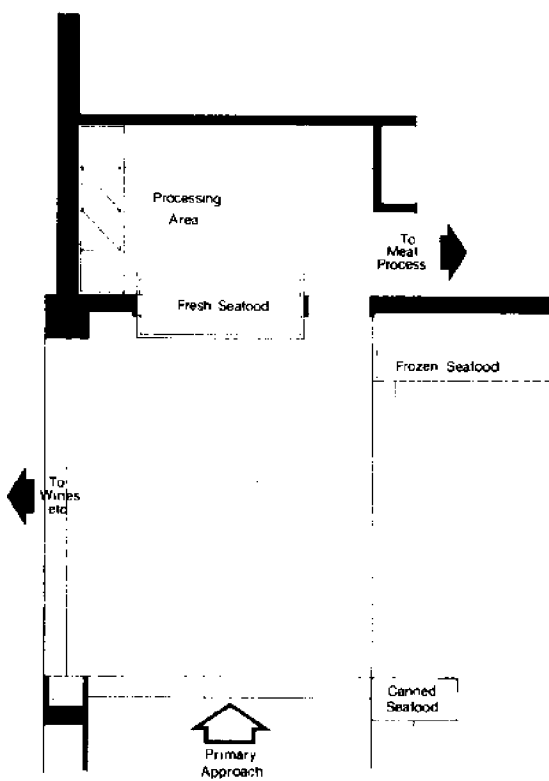
The market should be treated in a style similar to that of the new addition. It should have low level general illumination with high level refrigerator case lights focused directly on the fresh seafood display case.

In the photograph on page 30 the graphics are difficult to distinguish. Their placement is such that the graphic object (fish) conflicts with the text on the back wall.

Because the frozen seafood case is located apart from the fresh counter, it does not benefit from the seafood graphic. If it had been located near or next to the fresh seafood counter, each would have reinforced the other and maximized the effectiveness of the visual graphics used.

Notice in the plan drawing of the supermarket on page 33 that the seafood market is located in the rear of the store just off the main aisle and out of view from the store entrance. At least two graphic opportunities were overlooked by the designer as seen in the original location of the market. First, a focal point could have been created at the main entry aisle by locating the seafood market a few feet closer to the new addition. Proper graphics should have highlighted this department and drawn customer attention toward that area. In its current position, the customer sees only a frozen food counter.

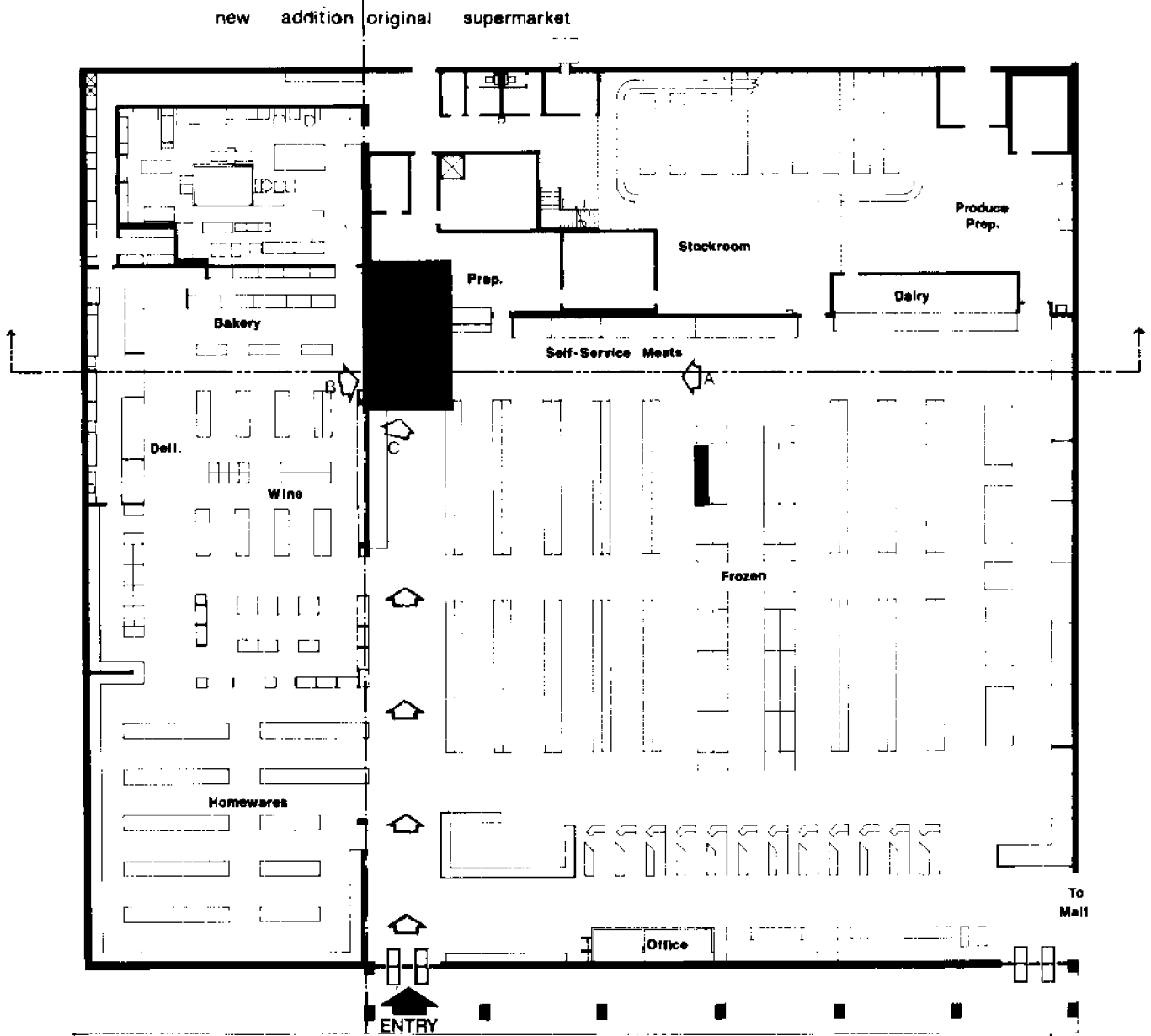
The other opportunity was to use the seafood market as a transitional element between the older interior and its graphics and those used in the new addition. In the market's present location, both opportunities are overlooked. Additionally, the lighting in this location is not advantageous since ceiling conditions preclude any practical way of correcting present glare problems.



Floor Plan



**Section thru existing Supermarket**

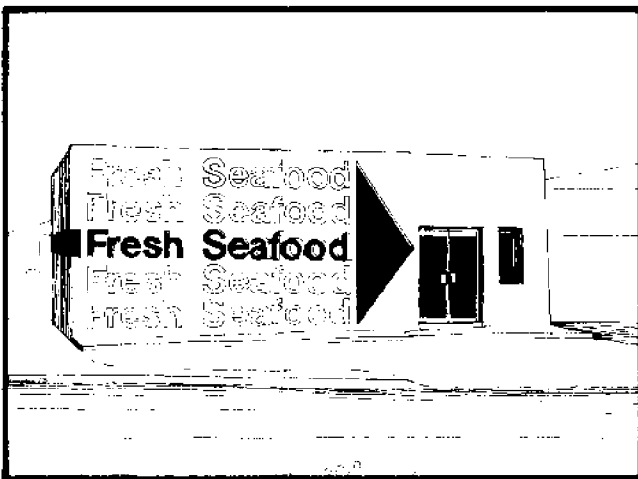
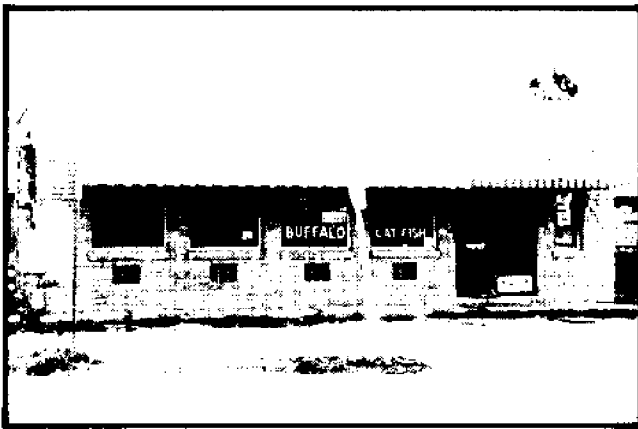


**Plan of existing Supermarket**

# 12 Case Study (Independent)

Independent seafood markets basically are similar to larger supermarket seafood markets. They must provide support items for customers just as a supermarket does. The processing and storage functions of independent markets also are similar to supermarkets. Therefore, the problems and recommendations stated earlier apply to them as well.

Exterior graphics are more critical for independents than for supermarkets. They must communicate simply and precisely that this business is a seafood market, and they must be clearly visible for long distances to persons in moving autos.



*Above: Existing seafood market*

*Below: Proposed redesign*

# 13 Model Study (Supermarket)

The optimum location for a supermarket seafood market seems to be at a corner. A corner location provides access from two aisle directions and allows stocking from the rear.

The market facility located at a corner is oriented for visual awareness from both aisles. This allows graphics to be displayed "marquee-style" and to be visible the length of both main aisles.

By extending the ceiling of the seafood market over the aisle space and lowering it to an eight-foot height, problems of reflection from the general lighting of the supermarket are eliminated.

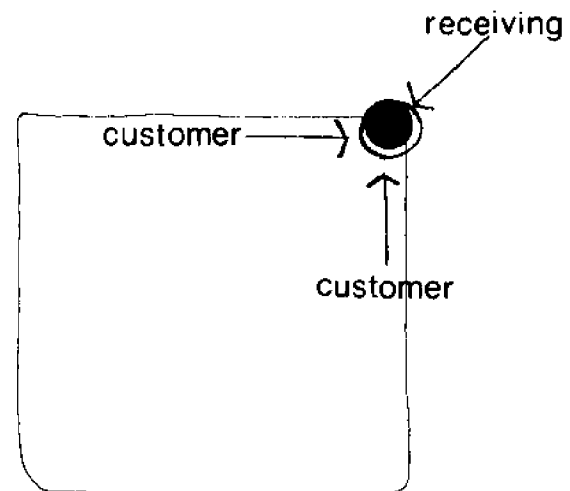
Proper lighting is achieved by recessed down lighting over work stations in the processing area. This system places light on working surfaces where it is needed. Accent lighting for graphics is provided by wall washers and adjustable spots. The product is illuminated by the refrigerated case lights.

Surface areas not used for storage provide additional opportunities for secondary graphics such as advertising specials, customer services, etc.

These data charts indicate quantity and cost of equipment used in this model study of a supermarket.

## Estimated equipment cost for supermarket model study

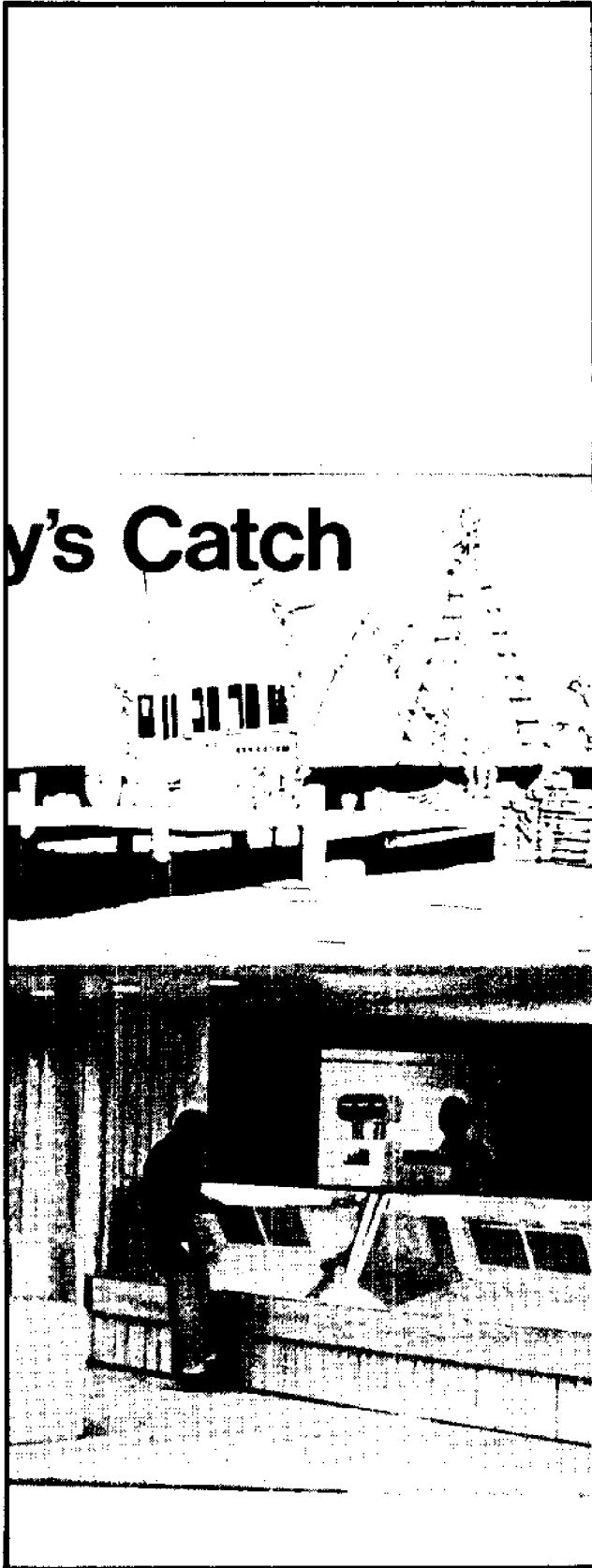
EQUIPMENT COST			
ITEM	QUANTITY	UNIT COST	TOTAL
6' x 8' Walk-in Cooler	1	\$3,000.00	\$3,000.00
6' x 8' Walk-in Freezer	1	3,000.00	3,000.00
Ice Machine - 1300 lb/24 hour	1	1,560.00	1,560.00
Refrigerated Cases - 8' Length w/Solid Ends	2	2,185.00	4,370.00
Wall Mounted Sanitizing Sprayer	1	81.00	81.00
Heavy Duty Mobile Sprayer (600 psi, 200 GPM)	1	480.00	480.00
Stainless Steel Sink & Counter Unit - 8'	1	600.00	600.00
Electronic Scale	1	2,000.00	2,000.00
Meat Lug Dolly w/lug (300 lb. Capacity)	1	65.00	65.00
Misc. Items		500.00	500.00
<b>TOTAL</b>			<b>\$15,656.00</b>



Corner location for maximum access

## Estimated construction costs for supermarket model study

FACILITY CONSTRUCTION COST			
ITEM	QUANTITY	UNIT COST	TOTAL
<b>Ceiling</b>			
Baked Enamel Metal Panels	494 sq. ft.	1.85/sq. ft.	913.90
Air Curtain	20 l.f.	145.00/l.f.	2,900.00
Sprinkler System	4 heads	50.00/head	200.00
Lights			
Recessed Cans	9	22.00/each	198.00
Fluorescent Wall Washer	3	89.00/each	267.00
<b>SUBTOTAL</b>			<b>\$4,478.90</b>
<b>Walls</b>			
Baked Enamel Metal Panels	648 sq. ft.	1.85/sq. ft.	1,198.80
Shelves			
Stainless Steel	15 l.f.	12.00/l.f.	180.00
Plastic Clad	21 l.f.	1.00/l.f.	21.00
Stainless Steel Counter top/Base	8 l.f.	67.00/l.f.	536.00
<b>SUBTOTAL</b>			<b>\$1,935.80</b>
<b>Floors</b>			
Concrete	5.5 c.y.	120.00/c.y.	660.00
Finish (Hardened w/Integral Topping)	332 sq. ft.	.42/sq. ft.	139.44
Wood Decking	162 sq. ft.	1.25/sq. ft.	202.50
Floor Drain	1	95.00/each	95.00
Coved Concrete Bases	81 l.f.	3.00/l.f.	243.00
Plumbing Fixtures			
Wall Hung Lavatory	1	250.00/each	250.00
Rough in for Equipment	3	100.00/each	300.00
<b>SUBTOTAL</b>			<b>\$1,889.94</b>
<b>Miscellaneous (10%)</b>			<b>830.50</b>
<b>TOTAL</b>			<b>\$9,135.14</b>



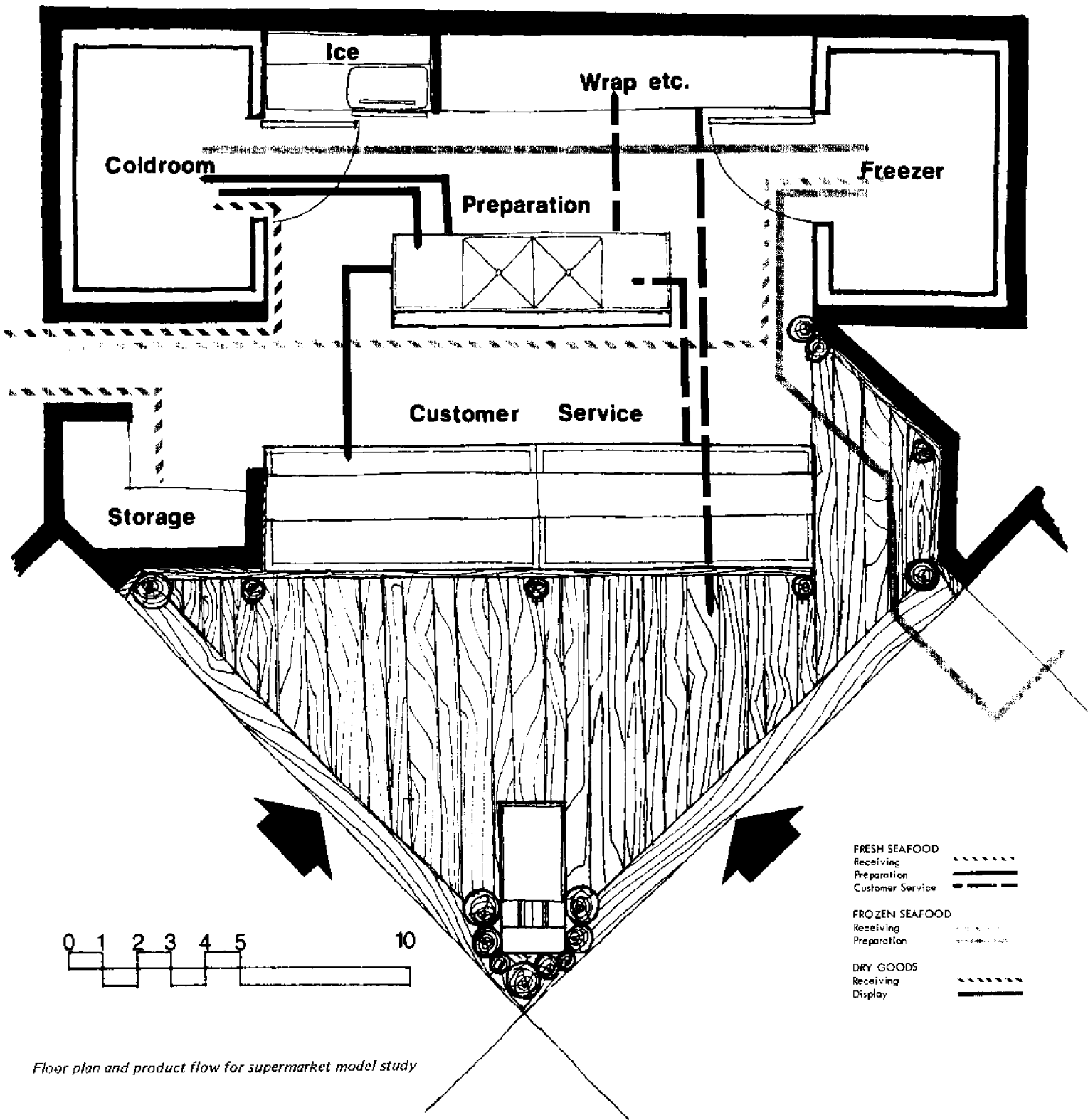
Designing the work area so that the customer can see the merchant processing his seafood purchase is a desirable feature which few markets implement. This benefit is provided in the model plan on page 37 by the unique location of the work area. In this plan the merchant takes the product into the preparation area and faces the customer while processing the food.

In facility design, opportunities for customers to observe seafood processing should be encouraged. Consumers enjoy seeing "artists" at work since for most buyers seafood preparation is a unique experience. Customer observation will generate an attitude of "keep it clean" among personnel at the processing stations.

The graphics of the facility should be uniform, from wrapping paper to the printed advertisements used in the daily newspaper. The graphic image may focus on a theme or name such as "TODAY'S CATCH" in order to imply freshness and methods of obtaining the desired product.

Notice that with this model plan, wood planking is placed on the floor to remind the customer of "walking on a pier." The floor material is another attempt to relate the consumer to a marine environment.

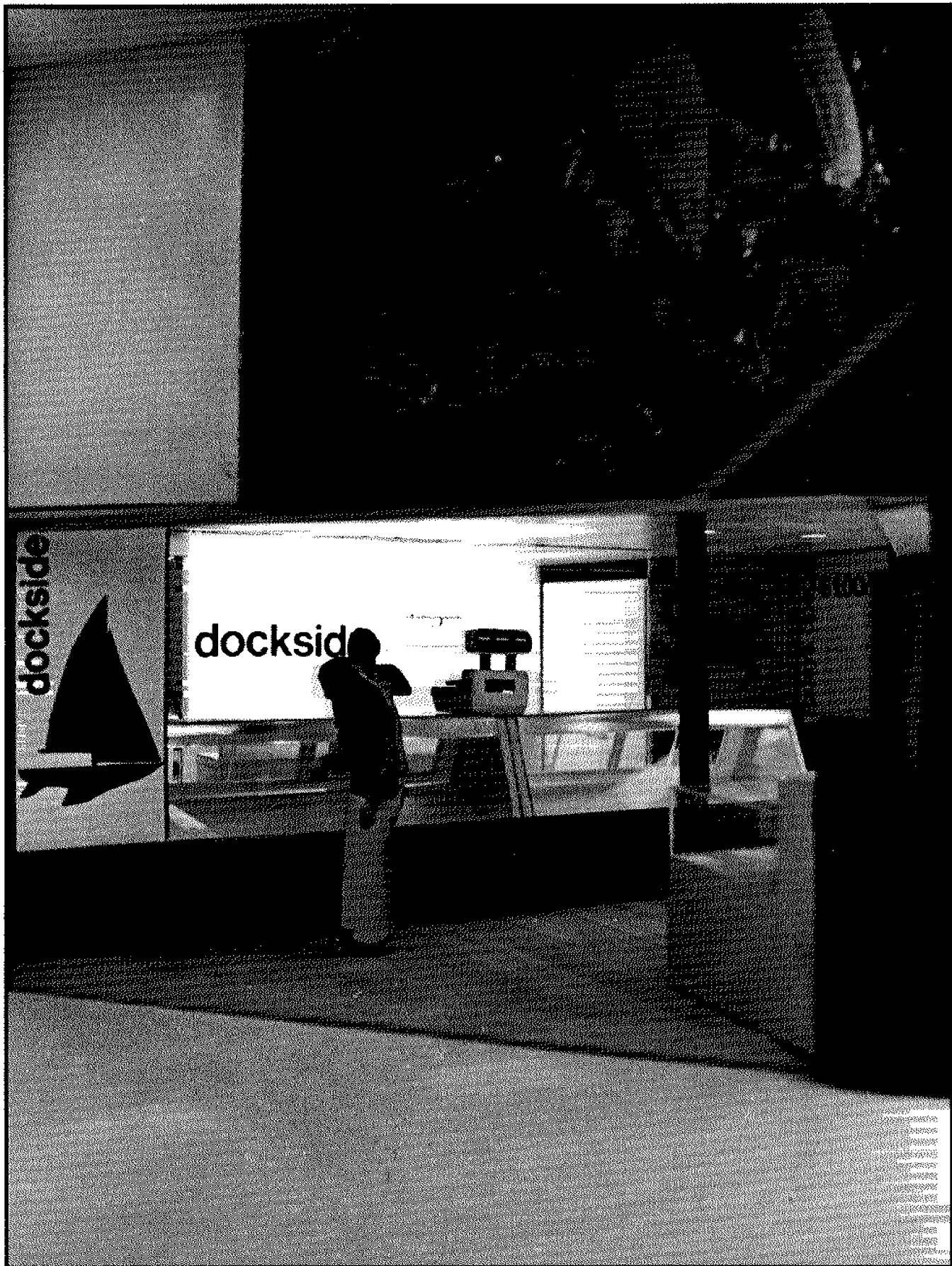
Support items such as recipes and handouts are encouraged to expand customer knowledge of how seafood may be prepared. These items must be considered during the design stages in order to determine where they belong and how they should be displayed.

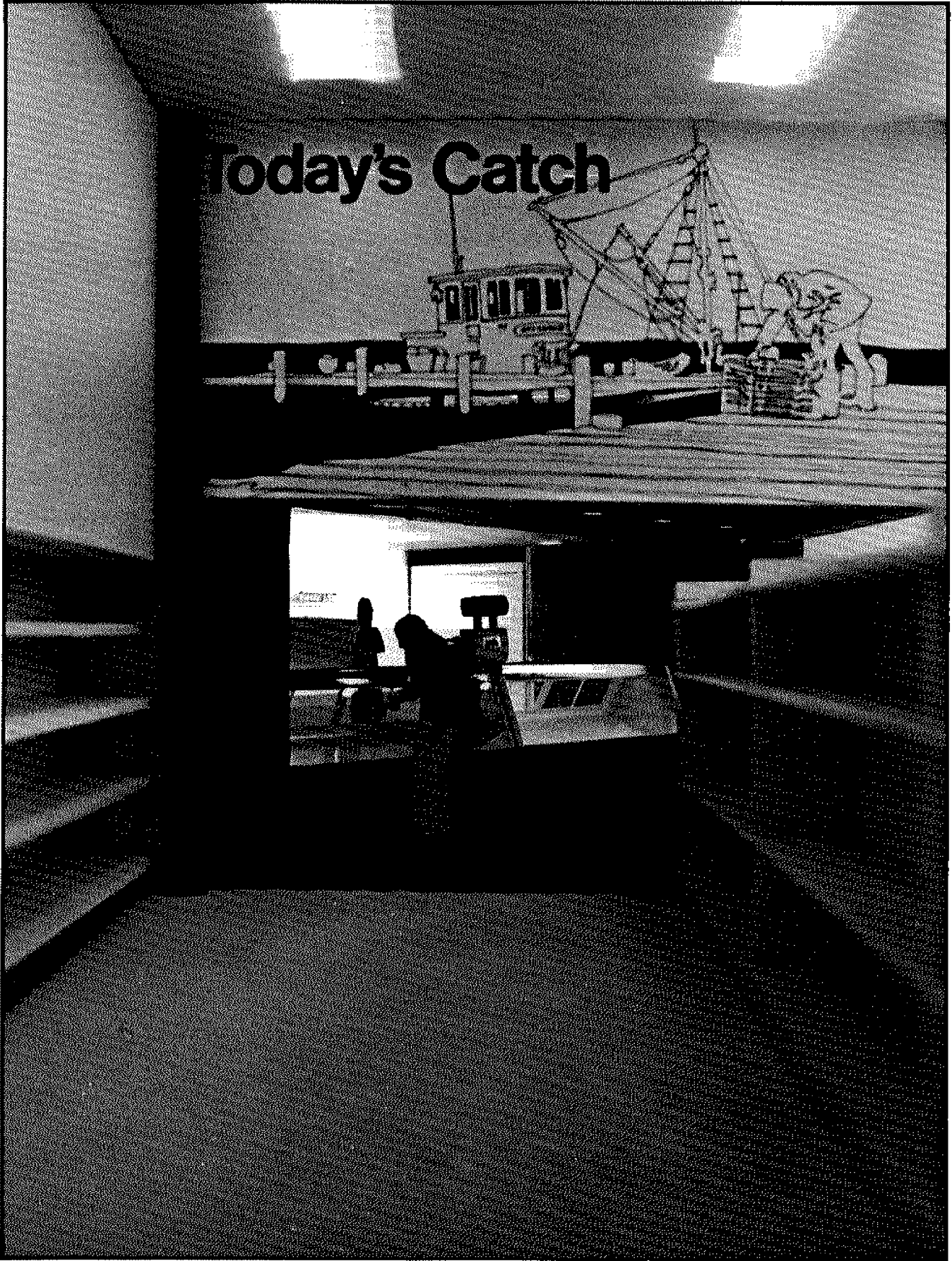




# Dockside







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