

NACUFS (2025)

Retail Sales: Marketplace of the Year

Forbes Street Market

University of Pittsburgh

Introduction:

The Forbes Street Market on the University of Pittsburgh campus is part of the busy Oakland neighborhood of Pittsburgh. It serves students from Pitt and other nearby universities like Carnegie Mellon and Duquesne, where accessing groceries and other staples is sometimes limited. The concept was the result of a sustainability class project. Now in its eighth year, it is a proper market. The footprint is similar to a convenience store. However, the layout encourages browsing for fresh ingredients, grocery staples or prepared meals. Students can use their meal plans, dining dollars, cash, credit, SNAP, and EBT.

Essay:

The Forbes Street Market menu reflects a modern urban market. It offers groceries like milk, eggs, bread, and produce. Customers can also grab a variety of prepared foods. The deli case is one of the market's more unique features. Salmon and flank steaks are popular protein choices with students. Chef-crafted items and sides are also available. Deli case selections rotate regularly, capitalizing on what's in season, like green beans and Brussels sprouts. There are also freshly made sandwiches. Students can get "meal deals" of a half sandwich, a side, and soup for \$12. Homemade soup is one of the best-selling items in the market. Hot paninis, rotisserie chicken, specialty sandwiches, fresh salads, and kosher items from other campus locations are available. There is an entire "grab 'n' go" section with premade sandwiches and salads, plus a coffee bar with pastries and espresso drinks.

Introduction:

The Forbes Street Market is designed to evoke thoughts of the corner market featuring fresh produce and items from nearby farmers and producers. There are no aisles. Products are displayed in areas using rustic rolling displays. There are fixed coolers along the walls for refrigerated items and a large deli counter for, chef-prepared meals, sandwiches, soups, and sides. Wood and exposed brick are featured throughout the space, which is lit by large south-facing windows.

Essay:

The Forbes Street Market design and layout are intended to be inviting and to encourage browsing. Each visit is an opportunity to discover something different. Despite the limited space, display stands are mobile, allowing for easy reconfiguration of seasonal foods and specials. Wide windowsills provide additional space for merchandise display.

Food is presented in a balance of color, texture, flavor, and temperature. There is an entire section of fresh items, and dry goods and sale items are grouped in their own sections. Groceries are on one side of the store, with prepared foods on the other.

The deli case is much of one side of the market with easily accessible chef-crafted foods. Customers can come into the market to find just what they are looking for or with no idea of what they want. In either case, they leave delighted with their selection.

Introduction:

The Forbes Street Market is unique among all the markets on the Pitt campus, and its marketing materials reflect that uniqueness. Everything inside the space and outside the space evokes the nostalgia of the neighborhood market. The market mirrors Pittsburgh's name as the Steel City with an industrial feel, featuring exposed ceilings, large windows, and concrete floors. Shelving are crafted from wooden crates, and butcher block tables are used for rotating displays. Marketing and signage features an exposed brick background. TVs with rotating images showcase menu specials and market deals.

Essay:

The Pitt community recognizes that a brick background on a menu represents the Forbes Street Market brand. There are exposed bricks throughout the market, and we use them as a marketing tool. They remind people of the history of the neighborhood and the city, with historical pictures of the university tying the market to the story of the University.

There is a cooler for meal plan users to get their food in exchange for meal swaps. There is also extra signage guiding them to those coolers and information explaining how meal swaps work, along with signage throughout the market noting where students can use their meal swaps. We've received tremendous feedback about the menu at Forbes Street Market, which has led to adjustments in the layout of meal plan options and other displays to make it more user-friendly.

Introduction:

Everyone deserves to enjoy good food regardless of their dietary choices or restrictions. It's the same for customers of the Forbes Street Market who don't have to work to find options that meet their nutritional needs while satisfying their dietary goals.

Essay:

Vegetarian, vegan, and allergen-friendly options are always available in the grab 'n' go section of the deli case at the Forbes Street Market. Options range from a Turkey and Cheddar Gluten-Free Sandwich to a Vegan Falafel Wrap.

Allergens are clearly called out on the labels, and menu icons are the same for the deli case menus as for the rest of the campus. Chefs across campus follow strict cross-contamination protocols to ensure no allergens find their way from one dish to another.

Available grocery items have been tailored to meet the diverse needs of students through their direct feedback, with offerings including such items as gluten-free bread and chicken nuggets, vegan pizza, non-dairy milk, and sunflower seed butter. SNAP and EBT are available in the market to make quality food accessible to everyone in the community.

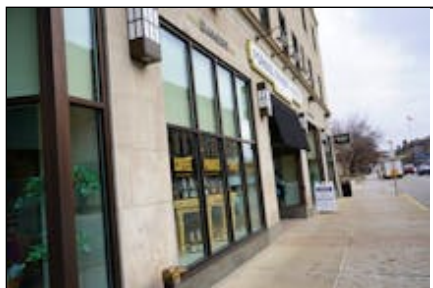
Introduction:

Forbes Street Market is a concept that would be popular in any urban living environment. The resources available through Pitt Eats make it exceptional. Students see value in the groceries offered, some from local producers. The grab 'n' go items are easy meals. The design and configuration allow for flexibility regarding layout and merchandising. The convenient hours of 7:30 a.m. – 9 p.m. let you grab a coffee on the way to class or a late-night dinner after studying or work. The market is open almost every day of the year, offering access to groceries year-round.

Essay:

Customer surveys show the deli case as the Forbes Street Market is a hit. The diverse offerings at the market reflect the diversity on the Pitt campus. Students have asked for specific products, and we have responded. For example, Pitt's Asian Student Association asked for items like sesame oil, sriracha, and dried mango, which our retail team added. We have monthly deals on groceries that, if bought together, create a meal. These are popular for students looking for ways to stretch their food dollars. Those meal deals are always well-shopped.

Log in to nacufts.awardsplatform.com to see complete entry attachments.



[Exterior.JPG](#)

4.4 MiB



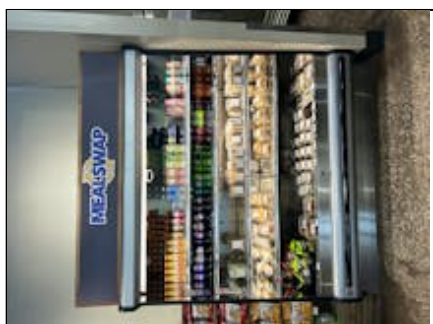
[Market layout.JPG](#)

186 KiB



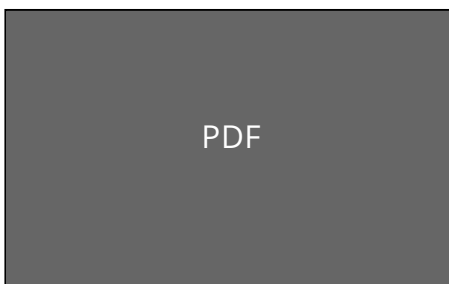
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186 KiB



[Meal Swap.jpeg](#)

2.9 MiB



[FSM Production...](#)

182 KiB

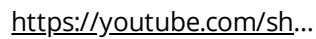
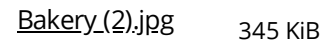


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480 KiB



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