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Produce Produced New retailer coming to Rheem Center

By Sophie Braccini



Dave Schnayer at the storefront of what will become a produce market Photo Sophie Braccini

approved an application for a new Indian restaurant that will be located next to TJ Maxx; negotiations are still underway with Kimco. A frozen yoghurt shop has also been proposed.

Now you see it, now you don't-a proposed new produce market in Moraga's Rheem Center has been an on-again, off-again saga but the deal is now done; the Martinez Family Produce Market has a lease agreement with property owner Kimco Realty, and is targeted to open at the end of the year after some remodeling work and the receipt of county permits.

"Kimco was very supportive and gave (the Martinez family) very good conditions," said commercial real estate broker Dave Schnayer, "they see this store as a right type of use and complementary to what exists already in the Center." The store will occupy about 5000 square feet of retail space between the Moraga Art Gallery and Pho Little Hearty Noodle. This store will be the 4th produce market owned by the Martinez family; their stores also sell bread, dairy products, and bulk grains.

The Martinez's Walnut Creek store does not sell organic produce. The owners could not be reached for an interview, but Schnayer indicated that because they are a family-owned company they will work to meet the needs of the community.

The good news for the Rheem Center does not stop there. The Town

Reach the reporter at: sophie@lamorindaweekly.com

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