



In the early 1990's, I was approached by HEB, the largest privately owned supermarket chain in the USA, for help in coaching the company in the procurement, merchandising and marketing of fresh and specialty foods. This was a multi-year consulting project that saw about 500 HEB employees, from produce clerks to corporate executives, receive training at the Harry's Alpharetta store.

In essence, we helped HEB reengineer their entire fresh food-supply chain, change how they merchandised and marketed fresh, prepared and specialty foods, and provided valuable input into their manufacturing, distribution and procurement operations. Our eorts also culminated in the creation of the Central Market concept (CM), which subsequently grew into a separate division within HEB, and the establishment of HEB as one of the foremost leaders in the merchandising, manufacturing and procurement of fresh and specialty foods.



Central Market validated for the industry the power inherent in the farmers-market/grocery store hybrid, aspects of which have been much emulated across the industry. Like Dekalb Farmers Market and Harry's Farmers Market, Central Market is dedicated exclusively to the sale of perishables and specialty foods. Even today, Central Markets are among the preeminent food stores in the USA.

After the sale of Harry Farmers Market to Whole Foods and the culmination of a 5-year consulting/non-compete agreement, I was approached by HEB again to help refresh their Central Market concept. This lead to a one-year consulting agreement which included the procurement of produce for the Central Market division.

