

# Una Marketplace

**PROCESS BOOK**

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PART ONE:

# Market Research



# Tomorrow's Grocery List: 6 Supermarket Concepts Worth Watching

Source: Forbes

## Neighbors-to-the-rescue food.

"After they lost their local food store several years ago, the 824 residents of Emerson took the matter into their own hands. By 2022, they had raised \$160,000 to open Post 60 Market, NPR reports. The **co-op** offers a full range of groceries and is run by a board of directors that its investors elect annually. Meanwhile, in Cody, Nebraska, population 167, the local school district runs Circle C Market, which opened with the help of a USDA grant and several national organizations. The other nearest grocery store is 40 miles away."

## Servings for the singles.

"Nearly **28% of all U.S. households were occupied by one person in 2020**, the Census reports. That figure has risen a couple of percentage points since 2000, and is **likely climbing further** due to the phenomenon of "gray divorce." From 1990 to 2021, the rate of divorce among people older than 65 has tripled, according to AARP.

So why is it so hard to find **staple items**, such as cheese, meat and baked goods, **in single sizes?** At some stores, customers must purchase lemons by the bag. Many supermarkets sell premade meals that can accommodate singles, but these can be costly and they limit choices..."

# Pop-Up Grocer (NYC)

Source: Pop-Up Grocer

“Pop Up Grocer is the **discovery destination** for new, better-for-you products. In 2019, we opened our very first store, made specifically for **curious, conscious shoppers**. We know you like new things, so that’s all we’ve got. We know you want **better ingredients**, so those are the only ones we allow. And we respect that you appreciate aesthetics, so we make totally subjective decisions about **packaging design**.”

Through us, you’ll discover products that are hard to find or see elsewhere, and that support the growth of **independent makers**. You’ll also have a bit of fun.

Founder Emily Schildt follows specific product criteria: All of it independently made goods must be new and interesting, they must be produced responsibly, and they must look good. And, like styles, the brands Pop Up carries come and go. Those that have been featured include One Trick Pony peanut butter and Dam Good English muffins.”





# HEB Fresh Bites (Texas)

Source: Supermarket News

“H-E-B Fresh Bites locations will feature several refrigerated cases stocked with items such as fresh produce, **salads, sandwiches, and sushi made daily**, meat and cheese snacks, fresh juices, kombucha, and Meal Simple options. Throughout the store, customers will find nutritious and wholesome products, including H-E-B Select Ingredients items in addition to normal convenience offerings such as soft drink fountains, beer and wine, and other snacks.

The **True Texas Tacos concept**, which H-E-B launched in San Antonio in 2018, features a menu of more than a dozen breakfast and specialty tacos made with fresh ingredients. Tacos range from traditional Tex-Mex offerings such as bacon and egg and bean and cheese to specialty bites such as barbacoa and chopped Texas brisket. **Customers can also mix ingredients to make their own specialty tacos.**

Customers can use the **digital kiosks for no-contact ordering**, and the **on-demand delivery service** Favor Delivery offers free delivery of True Texas Tacos.”



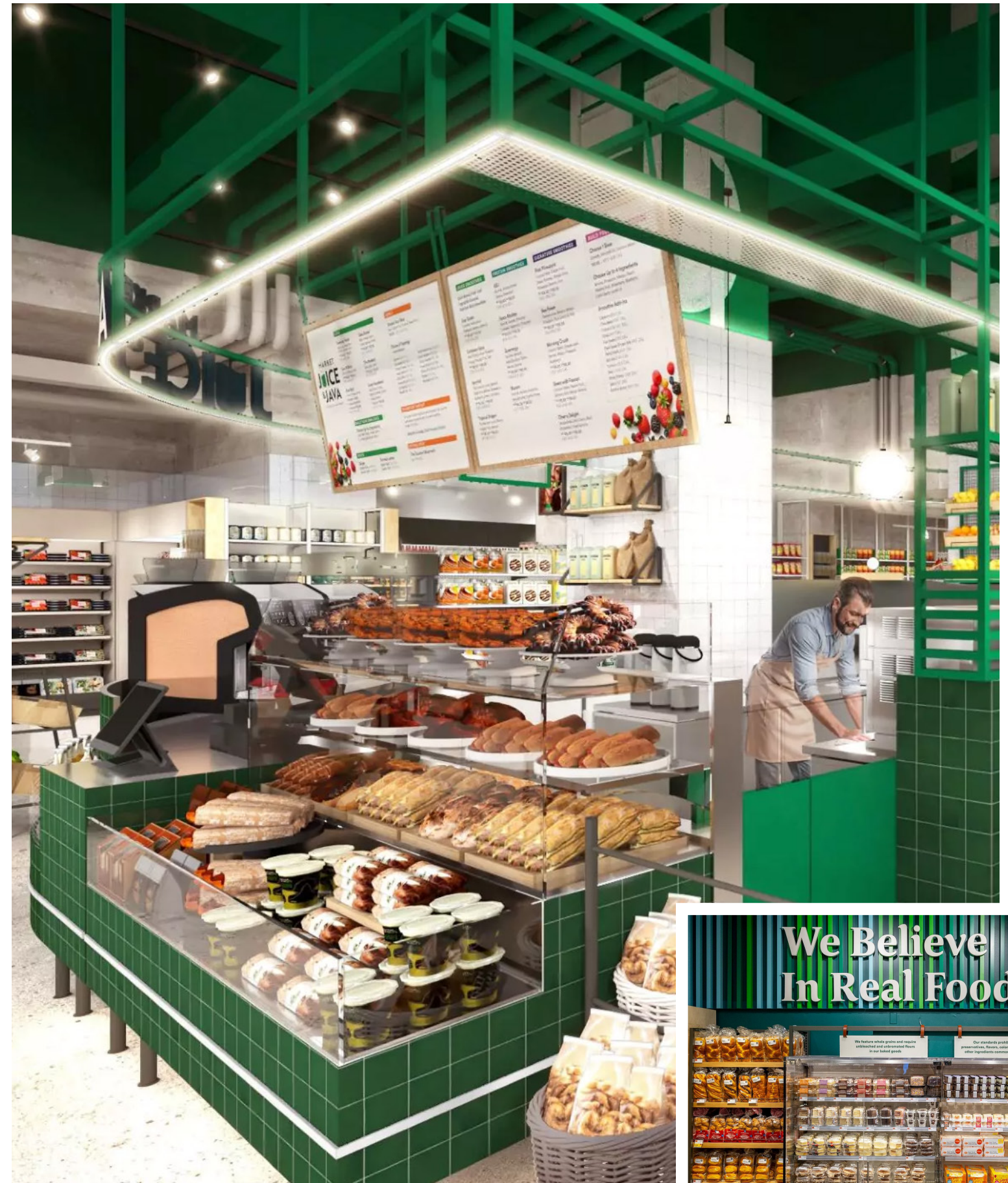


# Whole Foods Daily Shop (NYC)

Source: Grocery Dive

“Whole Foods Market Daily Shops will range between 7,000 and 14,000 square feet, about **a quarter to half the size** of Whole Foods’ traditional 40,000 square foot stores. The new concept will offer **grab-and-go meal and snack options** as well as grocery essentials, according to a press release.

The smaller locations will also house produce, meat and seafood, bread, alcohol, supplements, **local products** and Whole Foods’ 365 **private brand products**. The Manhattan location opening this year will also offer **Juice & Java** coffee, tea, fresh pressed juices, sandwiches, soups and desserts.”



PART TWO:

# Developing the Brand



# What do we call it?

- single shoppers
- single serve
- dish
- just 4 me
- ūnus (Latin for “one”)
- **una** (Spanish / Italian for “one,” feminine)
- for one / four one (**44241**)
- sole
- solo

**una**

- grocers
- **market**
- foods
- fresh
- center
- community
- collective

# Grocery for **one.**

One **you.**

One **community.**

One **planet.**







sustainability



accessibility



small joys



natural



celebration



convenience



innovation



community



# Una Market

ATTRIBUTES

**Innovative**

Single meal solutions for a better world.

**Mindful**

Sustainable every step of the way.

**Passionate**

Bringing small joys to customers, making life just a little easier.

**Community-Oriented**

Bringing unlikely groups together through shopping & social events.

BIG IDEA

**Groceries for one.**

CORE PURPOSE

**We exist to make the world a better place, one person and one meal at a time.**

PRIMARY TARGET AUDIENCE

**College Students (Gen Z, 18-35)**

Limited budget & time, single servings, passionate about sustainability.

SECONDARY TARGET AUDIENCE

**Elderly**

Live alone, restricted diets/preferences, limited mobility, looking for social interaction.

VALUE PROPOSITION

**Products:** Portioned meal kits, staple items in single sizes (i.e. half loaf of bread, small sauce jars, individual dairy & baked goods). Local produce, organic choices, high quality frozen and canned. Proprietary branded staples, personal care & home care products. Also carry a range of like-minded name brands, with health and sustainability in mind.

**Environment:** Closed loop recycling. 0% Food Waste. Unused food donated or composted.



# Seattle, Washington

Seattle is an ideal location for Una, which caters to single shoppers, including Gen Z college students and independent seniors. The city's mix of young, eco-conscious consumers and older adults living alone creates a strong demand for fresh, high-quality, and convenient grocery options.

With major universities like the University of Washington, Seattle has a large population of Gen Z shoppers who prioritize sustainability and local sourcing. Many prefer smaller, curated stores over large supermarkets, especially those that emphasize community and ethical shopping.

At the same time, Seattle has a growing population of elderly individuals living independently, many of whom seek accessible grocery options that cater to smaller households and single-serving needs.

Seattle's strong emphasis on supporting local businesses, sustainable food systems, and walkability makes it a perfect match for a grocery store designed around thoughtful, individual-focused shopping.





PART THREE:

# Creative Brief

# Una Market

## WHAT IS THE BRAND?

- Una Market exists to make the world a better place, one person and one meal at a time.
- We are a different kind of grocery store; **grocery for one.**
- Our products aim to improve the lives of solo shoppers, making shopping, meal selection and preparation **easier and more abundant** than ever before.
- Our competitors within the grocery space include Trader Joes, Aldi and Whole Foods. We bring together the best qualities; natural produce, affordability, and a wide selection.
- Our products are packaged with the individual shopper in mind. Servings tend to be smaller, sparing our shoppers from the monotonous meal prep “blah.”
- We want to change the way individuals grocery shop. We will **challenge the single serving market**, showing how it can be done sustainably.
- We go beyond groceries, hosting events that **bring people together as one.**
- Our **prepared meals** offer an explosion of fresh, unique flavor. Our **meal ingredient kits** give consumers a way to prepare single meals **without any waste.** These offerings replace frozen meals and meal subscription services.
- We are better than the competition because we bring value to the community, working with **local farmers** to bring in fresh produce and animal products.

## UNDERSTANDING THE MARKET

- Our ideal customer is within the **Gen-Z** demographic. This includes college students who have limited budget and time and are **passionate about sustainability.** They hate meal prepping (eating the same thing every day) and having large packaged ingredients go to waste. They want to do what they can to be more sustainable and make a difference.
- A secondary customer includes an **elderly population**, who live alone, have restricted diets/ preferences, limited mobility, and are looking for social interaction. Una provides them with prepared meals and meal kits that bring **more variety and flavors to daily life.**

# Una Market

## DESIRED BRAND ATTRIBUTES

- We want our consumer to remember Una for its unique, **one-of-a-kind product offering.**
- Consumers will feel like they “own the brand” because it reflects who they are and what they value: variety, joy & sustainability.

## THE MOST IMPORTANT PROMISE

- The most differentiating idea is that **there is joy in grocery shopping sustainability.**
- The target should believe our promise because we create a welcoming, **community-oriented** space, which leads to **new discoveries and connections,** through food and people.
- We uphold this promise by **hosting monthly events,** aimed at **building community** within our diverse population of shoppers.
- Our product offerings uphold this promise by making unique flavors **more accessible and less wasteful,** simply by offering **single-size portions** and working with **local producers.**

## BRAND ESSENCE & PERSONALITY

- Our brand essence is **the power of one.**
- Groceries for one.
- One you. One community. One planet.

# Una Market

## BRAND IDENTITY

- Name
- Tagline
- Mark
- Simple standards elements

## STORE PRODUCT OFFERINGS

- Prepared Meals
- Meal/Ingredient Kits
- Packaged Goods: sauces
- Personal/Home Products: toothpaste, cleaning
- Bakery

## PROMOTION

- External Campaign concepts

## PACKAGING

- Choose a good representative selection
- Could include glass, metal, paper fiber

## OTHER STORE COMPONENTS

- Redemption Center
- Closed Loop Process Narrative
- Reusable Totes (complimentary)
- Wayfinding (Exterior, Departments, Aisles, Recycling, Exit, Restrooms)
- Cafe / Seating Area / Event Space (place to sample, tapas?)

# Una Market

## TAGLINE IDEAS

- Grocery for one.
- The power of one.
- Out of many, one.
- Together for one.
- All for one.

PART FOUR:

# Brand Identity



# Sketches

una  
MARKET

una

una

una

@una

@unay

una

UNA

una

una

una

@ | u  
n  
a |

# Typography Exploration

unā   unā   unā

unā   una   unā

una   unā   unā

# Wordmark v1

unā

MARKET

unā

MARKET

## Wordmark v2

ūna

ūna

una

GROCERY FOR **ONE**

una

MARKET

una

MARKET

una

MARKET

# Wordmark / Tagline v3

una

Groceries for **one.**

Grocery for **one.**

Shop for **one.**

Shop as **one.**

una

MARKET



# Wordmark / Tagline v4

una  
MARKETPLACE

Live as **one.**

*It starts with one.*



Grocery for one.

**Live as one.**

Start with one.

It starts with one.

Shop for one, share more.

One shop, more life.

One cart, full life.

Together as one.

The power of one.

Each of each.

# Wordmark

Una  
MARKETPLACE

*For one & all.*

# Color Palette



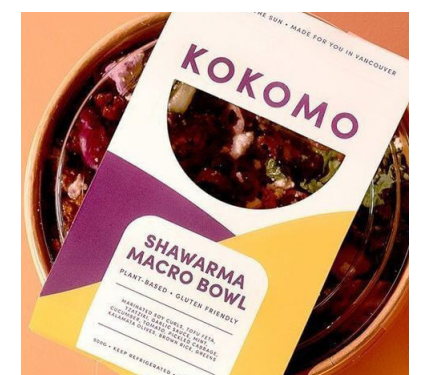


PART FIVE:

# Private Label Packaging

# Prepared Meals

- Name idea: **Fresh/Prepped for one, Fresh & Ready to Eat/Heat**
- Single-serve meals
- More variety, less meal-prep repetition
- Made fresh daily
- Reduces food waste by using unsold produce from previous day
- Sustainable packaging – compostable containers?
- Typography-focused design with subtle, real photography





# Meal Kits

- Pre-measured ingredients for easy cooking
- Eliminates food waste with exact portions
- Offers a variety of meals without meal planning
- Made with fresh, high-quality ingredients
- Sustainable packaging (glass jars) for minimal environmental impact
- Simple, instructions for all skill levels
- Supports local and seasonal ingredients when possible
- Balanced meals designed for nutrition and flavor





# Prepared Meals

una  
MARKET



READY TO REHEAT & EAT!

35g  
PROTEIN

chicken  
tikka masala

ROASTED CHICKEN  
CREAMY SAUCE | BASMATI RICE

una  
MARKET



PLATED 1 FOR ONE

600  
CALORIES

chicken  
parmesan

BREADED CHICKEN  
MARINARA SAUCE | SPAGHETTI

una  
MARKET



READY IN 5 MINUTES

35g  
PROTEIN

southwest  
taco bowl

SHREDDED BEEF | CHEDDAR CHEESE  
BEANS | WHITE RICE | CORN



# Prepared Meals

We love the sweet and salty combination of a classic teriyaki, and we're giving it a tropical note this week with juicy Mango. Paired with seared veggies, jasmine rice and tender chicken, it's a dinner that's super simple and super delicious.

prepared meal kit

una

mango teriyaki chicken

600 CALORIES

READY IN 15 MINUTES

mango teriyaki chicken

get organized

saucepan  
large skillet  
olive oil

the ingredients

six (6) una jars:

• jasmine rice	• stir fry veggies
• diced chicken breast	• mango teriyaki sauce
• diced mangoes	• fresh cilantro

let's cook

- 1 Bring a pot of water to a boil. Add the **jasmine rice** to the boiling water and cook, uncovered, for 12 to 15 minutes. Drain, then return to saucepan.
- 2 Heat 1 tbsp olive oil in a large skillet over medium high heat. Add the **diced chicken breast** and cook until the bottom is crisp and brown, about 4 minutes per side. Remove from skillet & set aside.
- 3 In the skillet, cook the **stir fry veggies**, stirring occasionally, until they start to char, about 4 to 5 minutes. Remove from the skillet and add to the rice in the saucepan. Stir well and set aside.
- 4 Return skillet to stove over high heat. Add the **mango teriyaki sauce** and bring to a boil for about 3 minutes, until thick enough to coat the back of a spoon. Reduce heat to medium and add cooked chicken. Add rice and veggies and drizzle with a few spoonfuls of sauce to serve. Top with the **fresh cilantro & diced mango** and enjoy!

una  
MARKETPLACE

mango teriyaki chicken

get organized

saucepan  
large skillet  
olive oil

the ingredients

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una  
MARKETPLACE

jasmine rice

diced chicken breast

fresh cilantro

stir fry veggies

STEP 1 ONE

STEP 2 TWO

STEP 3 THREE

STEP 4 FOUR



# Baked Goods





# Sauce Jars



PART FIVE:

# Store Components



# Interior Palette



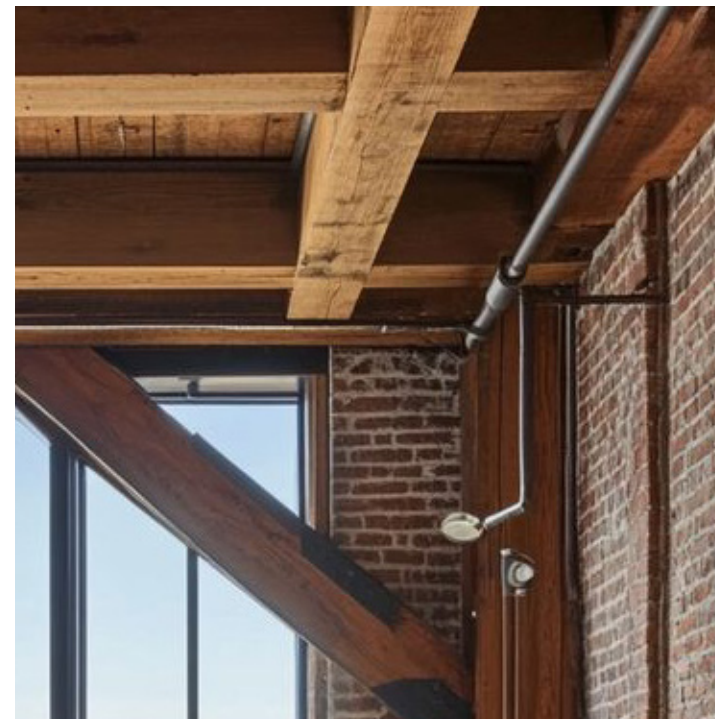
## Terrazzo Tile

Sonora Beige (Tilebar)

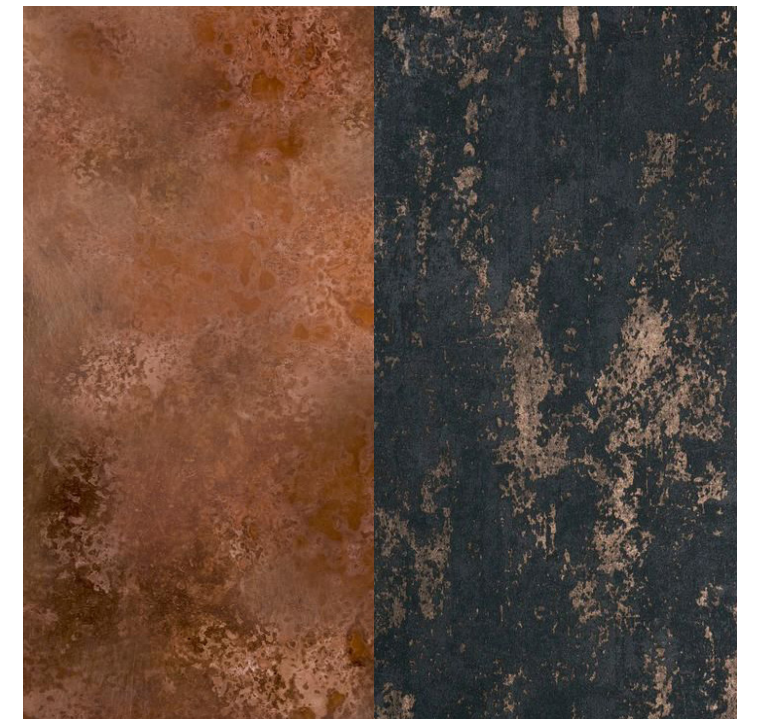


## Mixed Lighting Fixtures

Secondhand



## Exposed Brick & Beams



## Copper & Bronze Accents



# Store Facade





# Section Signage



# Redemption Center



ELEVATION DETAIL AT NARRATIVE AREA

# Redemption Center – Detail

*our recycling process*

PACKAGING MATERIALS

- Glass
- Alumninum
- Steel
- Bioplastics (biodegradable)\*
- Cardboard & Paper Pulp

\*No petroleum-based plastics or single use materials used



CLOSED LOOP LIFECYCLE

The most responsible process is called a “Closed Loop” system. This allows for packaging materials to be sorted into streams for individual material recycling, or returned for reuse. These include paper, glass, aluminum, steel, and bioplastics.

The most common product lifecycle is called a “Linear” system. This “take, make, waste” process limits material usefulness and leads to polluting our environment.

LINEAR ECONOMY



CIRCULAR ECONOMY



REDEMPTION CENTER

Next time you shop, you can redeem your recycled and reused packaging, tote bag included. No sorting is needed. Here you will receive reimbursement, either in cash or credited to your account. See the chart at the Redemption Center for specific values.



REDEEM • P  
CLOSED  
LOOP ONLY  
Paper



REDEEM • S  
CLOSED  
LOOP ONLY  
Steel



REDEEM • G  
CLOSED  
LOOP ONLY  
Glass



REDEEM • B  
CLOSED  
LOOP ONLY  
Bioplastic



REDEEM • A  
CLOSED  
LOOP ONLY  
Aluminum



REUSABLE TOTE BAG

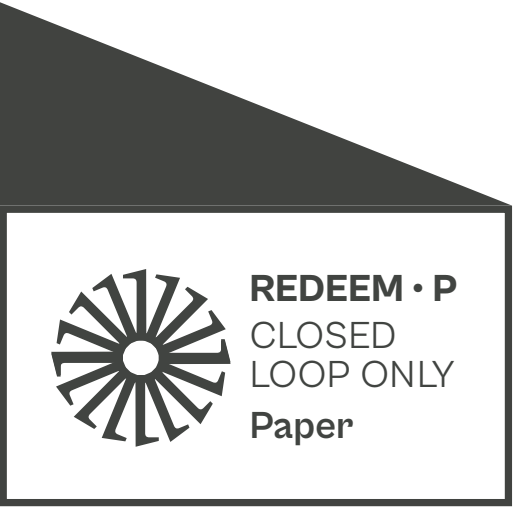
The process is simple and made easier with these complimentary tote bags. They serve two functions:

1. Reusable tote bag

You can take one here for a few items, or get them at checkout.

2. As a recycling bag

Use it to collect used materials at home, and then redeem them at the store. Get new ones each time you shop.



PART SIX:

# Store Promotion



# Outdoor Banners





# Tote Bags Alternate





# Tote Bags Final





# Logo Animation



*play video*