

## Rosecrans Towne Centre

Rosecrans Towne Centre continues to flourish through the direction of InSite Realty Advisors. Anthony Ferrero is the center owner. Mr. Ferrero is the third generation in his family to be involved with the property. That would be a total of about 6 decades. For a period of time, Ferrero's grandparents, parents, and sisters lived on the property located at Shoemaker and Rosecrans in two houses directly behind the current storefronts.

In the early 1950's, Rosecrans Avenue was a two-lane street and Norwalk was mostly farmland and dairies, but it was quickly becoming a suburb of Los Angeles attracting new businesses and growth. By 1962, Ferrero's grandfather, Joe Ferrero, had built retail buildings on the site. It included famous Norwalk landmarks such as the Norwalk Ice Arena and Taco Joe. Taco Joe was established in 1958, and named after Ferrero's grandfather Joe Ferrero. It is very exciting that Taco Joe remains in the same location today.

Joe Ferrero passed away in 1969, and Anthony's father, George Ferrero, who was in attendance at the center's grand opening, managed the property for over 30 years. When it became time to redevelop the site, Joe and Anthony Ferrero talked for years about what to develop while all the time keeping in mind that it would need to be positive for the community. Something residents could enjoy for generations to come. Someplace to work, shop, eat and receive quality medical services.

What has pleased Anthony Ferrero the most through this redevelopment process was being able to accommodate some of the previous businesses that



Pictured above is Anthony Ferrero, 3rd generation business owner of Rosecrans Towne Centre at Grand Reopening.



returned and continue to invest in their stores and the community. These include Renu Nakorn Restaurant, Taco Joe and T&S Mart and with the completion of the final two buildings, the Rosecrans Towne Centre will be complete. Adding to the already quality project in place and adding more than 25 businesses to the Norwalk economy and creating over 100 new jobs.

Anthony Ferrero stated, "...and although the construction may be done, our investment in this community continues. Not

only by us, but in cooperation with the City of Norwalk, the businesses that have committed to be here and those patrons that support us." Thank you Mr. Ferrero!

# fresh&easy

It's hard to believe fresh&easy opened their first store only a few years ago. Now there are over 127 stores in Southern California, Arizona and Nevada, with 71 stores right here in Southern California. During these difficult economic times, thankfully the company continues opening stores and creating jobs every month. With each store opened, about 20 quality jobs are created and now the company employs more than 3,000 people.



Since the opening of the first store, the company has listened carefully to customers and has been changing and evolving to meet everyone's needs – it is a cornerstone of the corporation's culture. This past summer, fresh&easy added more than 1,000 new customer-requested products to stores including more fresh&easy brand products and more national brands. Also introduced, were several more lines of national-brand quality products that are exclusive to fresh&easy and easy on the pocketbook.

Another important corporate effort is the re-launching of the popular Shop for Schools fundraising program created after hearing how difficult it is to get funding for schools. The pilot program raised more than \$130,000 for schools in Southern California, Arizona, and Nevada – over \$80,000 for K-8 schools raised \$1 for every \$20 spent in fresh&easy stores. Schools raising the most in each state will be awarded a \$5,000 bonus.

The company is also known for being energy efficient with the savings passed onto customers purchasing groceries. It's definitely a win-win situation. Stores also use energy efficient LED lighting and put down concrete floors to save money. Reusable plastic toys, rather than cardboard boxes, are used for shipping and store stocking.

The company says they look forward to bringing more stores to California, Arizona, and Nevada. For more information about the organization, their link is [freshandeasy.com](http://freshandeasy.com).

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