



Jimenez Supermarket

By: Christen Marte, Jose Martis, and Joel Castillo



Background

- ▶ Family owned bodega (Latin themed convenience store)
- ▶ Owner – Fernando Jimenez
- ▶ Opened in 2000
- ▶ Strong sense of culture



Sustainability Goal #2

- ▶ Provides food to needy
- ▶ Donates food during Christmas,

Thanksgiving, and Lawrence Semana

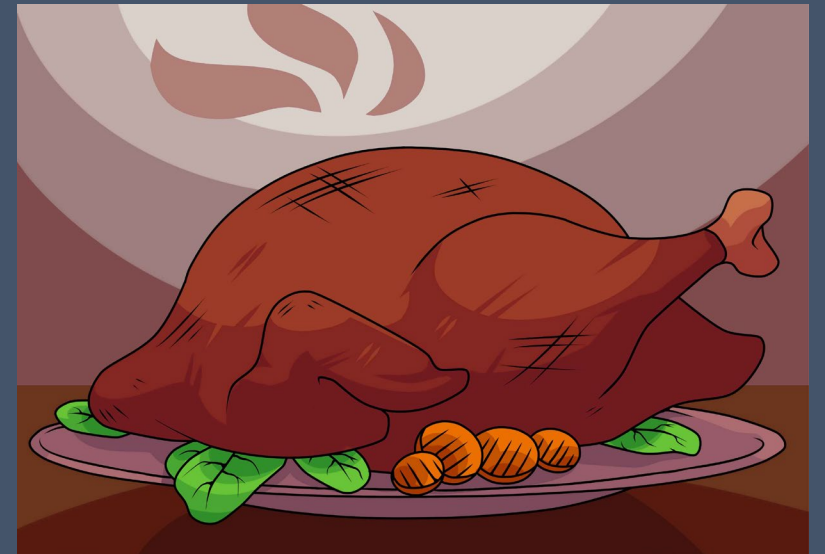
Hispana

2 ZERO
HUNGER



Thanksgiving

- ▶ Partners with La Mega and La Power radio stations to donate turkeys
- ▶ Donates 150 – 200 turkeys to families in Lawrence





Christmas

- Special Food Baskets – Included in the basket is Sparkling Apple Cider, Roasted Pork Legs and a New Year Calender
- "Christmas Miracle"
- Community Bonding/Connection



Lawrence Semana Hispana

- ▶ Lawrence has a Hispanic week once a year
- ▶ Celebrates the Hispanic culture and heritage
- ▶ Jimenez Supermarket donates water and food to organizers involved in the festival



Sustainability

Goal #8

- ▶ Partners with businesses to help the community grow new start ups
- ▶ Promotes new businesses to gain attraction
- ▶ City gains opportunities to expand
- ▶ Creates jobs and improves the living standard

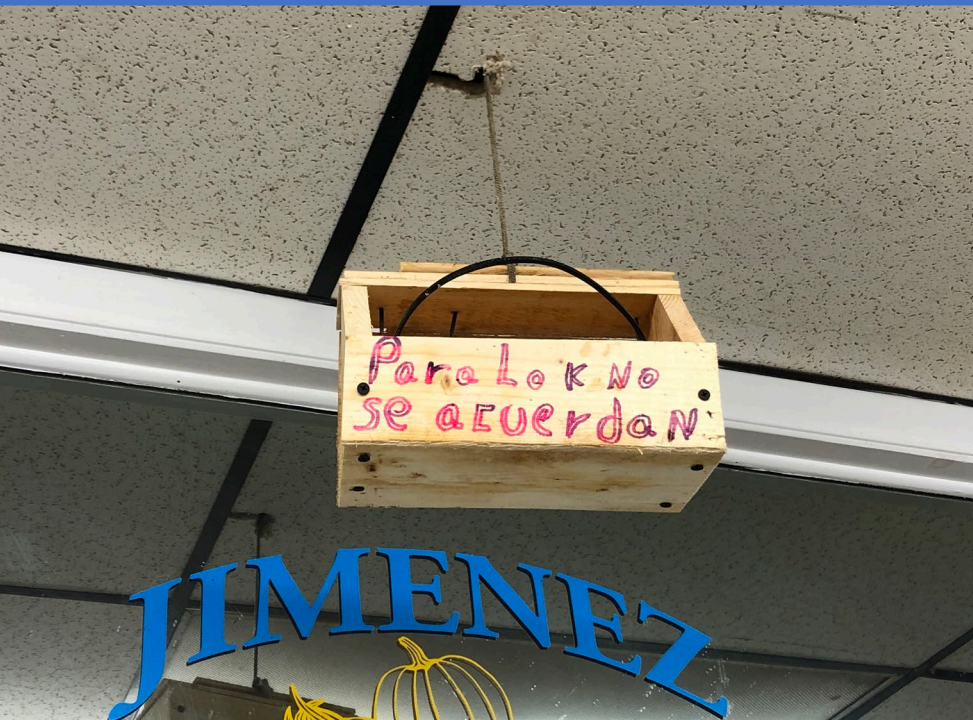
8 DECENT WORK AND ECONOMIC GROWTH





Helping Local Businesses

- ▶ Fernando Jimenez helps other bodegas when they are in need
- ▶ Helps new business owners with suppliers
- ▶ Answers questions and concerns relating to business operation
- ▶ Sells supplies to other bodegas in need
- ▶ Tries to mentor other new bodega owners



Employees

- ▶ 12 employees – roughly half are related to the owner – this creates a very friendly/family oriented feeling that you feel as soon as you enter the store
- ▶ Motivated to help others
- ▶ Shoebox Symbol



HEALTHY ON THE BLOCK

BODEGAS SALUDABLES

- One of the 26 bodegas in Lawrence participating in this program
- Helps tackle obesity and chronic disease among residents
- One healthy aisle offering quality fruits and vegetables at a reasonable price



HEALTHY ON THE BLOCK

BODEGAS SALUDABLES

[CLICK HERE FOR VIDEO](#)





Thank you

Any Questions?

