

Case Study

Alltown Fresh

Joshua Smith, Vice President and Chef



Have you ever wondered how to find a healthy meal when you are on the road, or filling up your gas tank at the end of the day? Well Alltown Fresh has you covered! With numerous locations in the City of Nashua, as well as greater New England, Alltown Fresh focuses on providing healthy, fresh food options at convenient locations. They aim to make a difference and impact by creating services and amenities that people rely upon daily.

Alltown Fresh offers local communities everything from kombucha on tap, to fresh blended smoothies, mouthwatering breakfast sandwiches to made-to-order salads and bowls. "We strive to anticipate what our guests need today and tomorrow," says Alltown Fresh Vice President, Chef Josh Smith. "We want to be that friendly neighborhood market and that easy roadside stop for a traveler. Life is pretty crazy, let's make it easier and tastier along the way."

When the pandemic hit, Alltown Fresh quickly launched curbside pick-up, delivery, freshly made meal kits, and outdoor seating where space allowed. They operate on a positive and fluid guest experience, so it was vital to pivot and meet the needs of their communities. These initiatives have now become staples in all of their locations, providing even greater convenience for guests.

Alltown Fresh is based in Massachusetts with a mission to expand throughout the northeast. They currently have locations in four states; MA, NH, CT and NY and set to open three additional locations this year in Hopkinton, MA, Hudson, MA and Bolton, CT. This is in addition to four other locations which opened in 2022: Livingston, NY, Manchester, NH and two in Nashua, NH.

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