



SWITZERLAND COUNTY
economic development corporation



Switzerland County Welcomes Cash Saver Food Outlet to Vevay

For Immediate Release

September 6, 2012

Switzerland County celebrated the opening of the Cash Saver Food Outlet in Vevay on September 6. A large crowd of excited neighbors attended the grand opening. The opening celebration marked the successful conclusion of one of SCEDC's most rapid and challenging projects. The opening of the new full service grocery store solved a serious problem facing Vevay and the Switzerland County economy.

In January, the owner of Vevay's only grocery store ceased operations, resulting in the closure of their stores in Vevay and Versailles. At that time SCEDC began the long process of recruiting a new grocery operator to the county. It is not common for a community to focus economic development efforts on a retail business but there were several reasons why it was critical in this case.

One reason was that a grocery store is critical to the viability of a community. The problems created by a community not having a grocery cover the entire spectrum from economic, to public health to quality of life. If residents have to leave town to buy groceries, they are much more likely to buy other items out of the county, too. The effect can be devastating to local businesses. In addition, there are community residents who do not drive. Their only chance to have healthy food options is with a local grocery. This becomes an even bigger issue for the elderly, for whom proper nutrition is a critical issue.

Another reason why this project needed SCEDC's help was that the condition of the facility created a substantial obstacle for any new operator. In addition, the store's location made it more difficult to predict what consumer market was available to it. This is where SCEDC began its work. A study was developed to determine the available market for a new grocery in Vevay. With shoppers crossing county and state lines, it would be difficult for a potential operator to know this information without such a study.

Once the study was developed and a basic assessment of the condition of the store was made, SCEDC began the process of presenting the information to potential operators and grocery distributors. It was at this point that Eric Rabe became aware of the community's search for a grocery operator. With over 40 years of experience in the grocery business, Rabe was retired in Northern Kentucky and saw the project as an exciting new challenge.

It has been a challenge that the entire community has stepped-up to help meet. In addition to SCEDC, the Switzerland County Economic Development Commission and the Switzerland County Redevelopment Commission have participated in the project. The Switzerland County Commissioner

and Council and the Town of Vevay have also played a substantial role in making the project possible. Challenges with the site and with the store's sales history made it very difficult for an operator to come in on their own and run a successful store. It took the entire community working together to make the re-opening possible and to accomplish that task within eight months is something that everyone can be proud of.