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BIZ WATCH: New grocer coming to south Orange County

UK's largest retailer to open Laguna Hills location.

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COLUMNIST

Drivers on Moulton Parkway may soon notice a new store banner on a building being constructed in Moulton Plaza.

The shop is the first Fresh & Easy Neighborhood Market in south Orange County, which is slated to open in December.

Fresh & Easy is a new chain of grocery stores owned by Tesco, the United Kingdom's largest retailer. Each shop will encompass about 10,000 square feet. Stores are intentionally small to provide a faster, easier shopping experience, according to a company press release.

The store will be stocked with fresh and nutritious food choices at affordable prices, specifically targeting people who have been underserved by traditional grocery stores.

Fresh & Easy brand products have no added trans fat and no artificial colors or flavors.

The Laguna Hills location is one of 12 Los Angeles area locations under construction. CEO Tim Mason said he plans to open stores "everywhere from Hollywood to Compton."

Information: www.freshandeasy.com

TARGET AUDIENCE

Speaking of new shopping options, another Target will be opening in Mission Viejo this fall.

The 136,000-square-foot store is a work in progress. It's at 25601 Jeronimo Road, between Jeronimo's intersections with Alicia and Marguerite parkways.

A grand opening is scheduled for Oct. 14, with a soft opening planned for Oct. 10.

Although it is about 10,000 square feet larger than the average general merchandise locations, the store will have the standard offerings, including a pharmacy, Starbucks and Food Avenue, said Target spokesman Joshua Thomas.

Thomas said the company is interested in adding a Ladera Ranch location, but as of now there are no plans for the area.

STRIKE A POSE

Rancho Santa Margarita's first yoga and mat Pilates studio opened last weekend in Plaza Antonio.

Lotus 7 Yoga and Pilates bills itself as "the pathway to continued peace and health for the Saddleback

Valley community."

The interesting name comes from a combination of symbols – the lotus flower signifies an awakening of one's self to the healthiest mind, body, and spirit possible, and the number 7 is associated with accomplishment. The studio's goal is to provide students with a warm and tranquil sanctuary to help them on this path.

Founder Lisa Brabender said she is excited to provide the Saddleback Valley community a warm, safe place to learn and experience the wonderful self-disciplines of yoga and Pilates.

Lotus 7 is upstairs from H&R Block in Plaza Antonio – 22411 Antonio Parkway, Suite C-215 in Rancho Santa Margarita. Information: www.lotus7yoga.com.

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