

AKA DENVER
TABLE
CONSORTIUM





Nonprofit grocery store model with a mission to provide fresh, convenient, and nutritious food to communities most in need at prices everyone can afford.



THE CHALLENGE – Across Denver’s Inverted L Neighborhoods

- A lack of access to affordable, healthy food and nutrition leads to food insecurity
- Significantly higher rates of poverty, hunger, and food-related illness
- Limited jobs and economic opportunities in economically challenged neighborhoods
- 15% (109,352) of residents in Denver report lacking consistent access to food.
- Significant energy and commitment from Denver residents, community organizations, businesses, and government agencies to work together on solutions to increase health, wellness, dignity, and possibility.



OUR INNOVATIVE SOLUTION

FreshLo Market provides affordable, nutritious, and culturally important foods in a dignified and convenient environment to address the challenges of hunger and nutrition insecurity.

The FreshLo Market solution will both meet immediate food access needs and pilot a nonprofit grocery model that can scale sustainably across Denver's inverted L neighborhoods.

Our plan includes building customer loyalty, measuring and validating store traffic, and expanding into anchor locations (including additional locations likely in year three) that create stability for the enterprise.



ELEMENTS OF THE FRESHLO MARKET SOLUTION

- We offer a shopping experience that provides the opportunity to buy good food, giving families choice and agency in what they eat
- We invest in community culture via our storewide commitment to providing food with cultural importance for all shoppers
- We address accessibility with locations that are near public transit and open seven days a week
- We create thriving wage jobs, with a strong preference for hiring directly from our neighborhoods
- A community-owned grocery model with cross-subsidized pricing (25–35% below market)
- Integration of SNAP/WIC and Double Up Food Bucks
- Data-driven site selection combined with local input



FreshLo Market Model

FRESH AND AFFORDABLE FOR ALL





FINANCING THE NONPROFIT MODEL

- Store sales cover approximately 60% of the model costs, while philanthropy covers the other 40%
- This means that every dollar donated triples in impact, matched 2-to-1 by sales revenue
- \$2M is needed to launch the model for the first 18 months and to allow for revenue build-up
- Public-Private partnership funded by foundations, PRI investors, individuals, and government agencies



ORGANIZATIONAL STRUCTURE & LEGAL MODEL

- 501(c)(3) – Incorporated in 2024
- Fiscal sponsorship via Montbello Organizing Committee
- Governance: Community board + cross-sector expertise (health, real estate, food)
- Community partners include Montbello Organizing Committee, Denver Housing Authority, FLO Development Services, and Clayton Early Learning
- First 3 stores scheduled to open by Summer, 2026 (neighborhoods include Montbello, Mariposa, and Sun Valley with Clayton in process)
- Philanthropic, PRI, and NMTC partners include The Denver Foundation, Denver Housing Authority, Colorado Trust, Colorado Health Foundation, Partnership for Healthier America, CHFA, and CGRF



Current Store Footprint: At a Glance



Montbello

- High SNAP use
- Latinx & Black
- No grocery nearby



Sun Valley

- 85% public housing, high food insecurity



Mariposa

- Mixed-income
- Low food access

