



PHOTO COURTESY OF TENDERLOIN HEALTHY CORNER STORE COALITION

Before Radman's Market redesign, the storefront window featured high-fat snack foods and super-sized sugary drinks to draw in shoppers.

Radman's – model healthy corner store

201 Turk St. mom-n-pop market expands, gets food-first makeover

By MARJORIE BEGGS

FADHL RADMAN has barely a minute to talk in between taking care of customers, fielding phone calls and stocking shelves at his 201 Turk St. market. He's operated the store since 1998, but the last few months have been a turning point in how busy he is, he says.

In late fall, Radman took over the lease on the space next door, enlarging the market from 1,500 to 2,250 square feet. At the same time, Radman's was chosen from among 50 Tenderloin markets as the model for what a healthy corner store in the Tenderloin can look like, given help with marketing, layout redesign and new equipment.

In exchange, the merchant agrees to give neighbors a place to shop that has lots of fresh produce, healthy foods up front and more accessible shelving, and that halts heavy merchandizing of cigarettes and alcohol.

Radman's market makeover will be unveiled April 13 in connection with the annual Tenderloin Sunday Streets celebration.

"When I found out we'd been picked to be the neighborhood model for a healthy store, I was very excited, but I wasn't surprised," Radman says. "We're the perfect example of what can be done. We're in a good location. We never have sold alcohol and won't sell

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PHOTO BY MARJORIE BEGGS

Fadhli Radman carefully arranges the now-many types of fresh produce his market offers, displayed in improved refrigerated cases. Two years in development, the pilot project shows what a healthy corner can look like.

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