

Vail Daily

Crossroads Market opens in Vail Village

Randy Wyrick

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It's showtime again at Crossroads Cinema

The Crossroads Cinema reopened this week with movies and plans for live theater and jazz performances. Crossroads Market is a new grocery and convenience store at the Crossroads Center, located where Alfalfa's and Clark's Market used to be. The store will serve Vail Village until the shopping center is razed in 2007 for construction of developer Peter Knobel's Solaris project, which Vail voters approved last week.

VAIL — You, too, can get groceries in Vail Village.

The Crossroads market is open in Vail Village's Crossroads Building. It replaces Clark's Market.

Vail Daily/Preston Utley



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“When Clark’s Market was soon to close, Peter Knobel approached me about taking over the space and continuing grocery service for the Vail Village community,” said Robert McNichols of Daedalus Real Estate Advisors. “We were already planning to open the Marketplace on Meadow Drive later this year within our One Willow Bridge Road development, so it was a natural fit for us to step in and begin providing grocery and convenience items to fill the void.”

The Daedalus crew renovated the interior of the 4,500-square-foot space for a variety of grocery, deli and convenience store services. Crossroads Market offers fresh grocery items, dry goods and sundries merchandise. The store features merchandise from popular local vendors, an upgraded deli and cafe area and an array of take-away prepared foods. Cafe seating is available. A coffee bar and bakery area also is included in the store design.

“Crossroads Market, which we view as a transition store, is a unique retail amenity to Vail Village and a market testing vehicle for Marketplace on Meadow Drive,” said Peter Wilson, general manager of Crossroads Market and Marketplace on Meadow Drive. When the Solaris project is completed, it will include a convenience store — Marketplace, Too! — to complement the gourmet services of the Marketplace on Meadow Drive.

“A variety of local retailers have been affected by recent construction in the heart of Vail Village,” McNichols said. “Peter Knobel has encouraged us to work with other Vail retailers to help bridge the gap until the redeveloped Solaris project is in place. As a result of his efforts and ours, the Crossroads Market includes newspapers and periodicals by Verbatim Books, cooking supplies by To Catch a Cook, flowers by HotHouse Flowers and A Secret Garden, pet supplies by Mountain Dog and dry cleaning pickup and delivery services by Colorado Mountain Cleaners.”

Verbatim Books will now operate two smaller shops within Vail Village. It will offer a section of news and periodical merchandise within Crossroads Market and also a bookstore in the new retail addition to the Sonnenalp Resort.

A longtime retailer in Vail, Scotch on the Rockies, recently closed its store. However, owner Susan Swimm will provide merchandising assistance to Crossroads Market.

In addition to the interior renovations, Crossroads Market now features new outdoor cafe seating as well as special delivery services via its unique grocery delivery truck, a vintage 1926 Ford Model T Pickup.

Vail, Colorado

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