

## POP-UP GROCERIES



RETAIL

Quick mobile spotting from the Philippines: **Palengkenito** (no website), which translates to 'mini-market' in English, is a well-designed mobile grocery store, developed to bring convenience to less-affluent consumers in the Philippines. Specially converted Suzuki minivans are outfitted with a generator, shelving units, food heating elements and a refrigerator. The roving store offers quality pre-packed fresh and processed food, snacks, canned goods, toiletries, and other basic household items in small packages (see [sachet marketing](#) for more on selling in small quantities). Palengkenito combines the [pop-up phenomenon's](#) enduring success with an obvious convenience factor, wrapped in a cheerfully branded package. This would work anywhere, from Sao Paulo's avenidas to New York's avenues!

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Website: [prod.springwise.pro.pugpig.com/pop\\_up\\_groceries/](http://prod.springwise.pro.pugpig.com/pop_up_groceries/)