



For Immediate Release

State-of-the-Art ShopRite Grand Opening Advances Major Transformation at Blue Star Shopping Center

Long-time Anchor Celebrates New, 72,000-SF Store

WATCHUNG, N.J. (April 17, 2025) – Village Super Market, Inc. launched its brand-new, 72,000-square-foot ShopRite store at [Blue Star Shopping Center](#) in Watchung with a formal ribbon cutting and day-long celebration on April 13. The grocer's much-anticipated grand opening continues its long-time presence at the landmark Route 22 retail center and represents a key milestone in the property's transformation, according to [Levin Management Corporation \(LMC\)](#).

Village Super Market, Inc. has owned and operated ShopRite at Blue Star since 1980. In 2023, the company committed to a new, expanded lease and in-center relocation. ShopRite continued to serve customers in its original space while the new, state-of-the-art store was built.

"We are excited to open our doors to a beautiful, modern supermarket that delivers quality, convenience and premium groceries to Watchung shoppers," said Perry Blatt, director of E-Commerce and Business Development for Village Super Market, Inc., a member of the retailer-owned supermarket cooperative Wakefern Food Corp. "The new ShopRite of Watchung is designed to bring an elevated shopping experience to the community, with expanded offerings, fresh meal and to-go options, and specialty items that cater to all our customers' needs."

Dubbed the "New Star of Blue Star," the store features fresh, chef-prepared meals, global flavors, and specialty and premium items. Expert butchers and fishmongers staff the meat and seafood counters, while an expanded produce department boasts a colorful bounty of organic products and freshly cut fruit and vegetables. Customers will also find chef-prepared grab-and-go options, including hand-rolled sushi, gourmet meals and sandwiches, over 600 varieties of cheese, and unique soup and coffee bars featuring favorites from Gourmet Garage and Fairway Market.

A Benchmark Retail Property Modernization

ShopRite's opening marks a significant moment in a benchmark retail property modernization, according to Matthew K. Harding, chief executive officer at LMC, Blue Star's leasing and managing agent. Alongside Village Super Market Inc.'s construction of its new store, LMC has taken major steps to redevelop, renovate and re-tenant the

420,000-square-foot, legacy open-air property. Among the highlights of the multi-million-dollar renovation program is a newly completed central courtyard, which served as a gathering spot during the ShopRite grand opening festivities.

“It is always gratifying to accommodate long-time, valued tenants like Village Super Market, Inc. as their needs evolve,” Harding said. “This new store is absolutely gorgeous, and the overall transformation of Blue Star Shopping Center is keeping pace. It is clear that the end result will be a source of pride for our team, the property’s ownership, every Blue Star tenant and the entire community.”

The Blue Star redevelopment has sparked notable leasing interest. Following recent commitments with Planet Fitness and KidStrong, LMC is in active negotiations with several more national brands. Blue Star Shopping Center’s outstanding tenant lineup already features Kohl’s, Marshalls, Dollar Tree, The Children’s Place, Hand & Stone Massage and Facial Spa, and Five Guys, among others.

Blue Star Shopping Center serves a population of more than 255,000 people within a five-mile radius; it draws more than 2.8 million visits annually, according to real time traffic data from Placer.ai. LMC currently is marketing additional availabilities from 1,200 to 50,000 square feet.

For seven decades, North Plainfield, N.J.-based LMC has served as a trusted single-source commercial real estate services provider for institutional and private owners. Its diversified, retail-focused leasing and management portfolio includes 125 properties totaling more than 16 million square feet in the Northeast and Mid-Atlantic states.

###

[About Levin Management Corporation \(LMC\)](#)

975 Route 22 West, North Plainfield, New Jersey 07060

Access Levin Management Corporation media assets [here](#).

Follow LMC on [LinkedIn](#), [X](#) and [Facebook](#)

Media Contact:

Sandy Crisafulli / Christine Ziomek

Caryl Communications

Phone: 201-796-7788

Email: sandy@caryl.com / chris@caryl.com