

GreenWise plans 2021 store opening in World Commerce Center

The specialty Publix supermarket will have two stores in St. Johns County.

By Daily Record Staff

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GreenWise Market announced Tuesday it will open in 2021 in World Commerce Center in St. Augustine.

It will be its second store in St. Johns County. GreenWise will open next year in Nocatee.

GreenWise is the specialty, natural and organic store brand of Publix Super Markets Inc. and has been opening free-standing stores.

A site plan shows GreenWise anchoring the Shoppes at World Commerce Center at Florida 16 and International Golf Parkway near World Golf Village and Murabella.

“GreenWise Market is a place for customers to find products to support their evolving lifestyles,” said Publix President Kevin Murphy in a news release.

GreenWise Markets are divided into experience zones.

The release said EATS is a large prepared foods area that is home to gourmet pizzas, burrito bowls, chef-created sandwiches and a selection of heat-and-eat main courses and sides. Items are made with organic meats and cheeses, and vegan options are available.

In POURS, customers can buy beer, wine, coffee or other beverages to drink while they shop.

CUTS is home to organic and sustainably sourced meats, including in-house smoked meats and sausages.

In FINDS, customers can shop new items, beer and wine.

The release said St. Augustine is the 12th announced GreenWise Market location.

Three stores are open and three more are planned to open by year-end.

The release said the company continues to look for additional GreenWise Market locations throughout its operating area.

Lakeland-based Publix operates more than 1,200 grocery stores throughout seven states in the Southeast.