

Brookshire Grocery Partners With Zero Zone to Meet Urgency with Assurance



Crystal Merchandiser® Display Case Lineup - Bossier City, LA



***"It's worth what we're paying for...
the durability, the looks, and support."***

Brian O'Quinn, Retail Refrigeration Manager
Brookshire Grocery Company

Business Overview

Locations: 200

Employees: 17,000

2024 Revenue: \$4.1 billion

Partners: Since 2015

Brookshire Grocery Company (BGC) is a privately held, family-owned grocery retailer headquartered in Tyler, Texas. Since its founding in 1928 by Wood T. Brookshire, the company has expanded from a single store to more than 200 locations across Texas, Louisiana, Arkansas, and Oklahoma. BGC operates under five different banners: Brookshire's, Super 1 Foods, FRESH by Brookshire's, Spring Market, and Reasor's.



Crystal Merchandiser® Bakery Case - Bossier City, LA

Four Challenges



**Emergency Support
& Responsiveness**



**Budget Constraints &
Cost Competitiveness**



**Long-Term Equipment
Reliability & Appearance**



**Phased Remodels &
Delivery Flexibility**

Challenge 1: Emergency Responsiveness and Support

In grocery, "everything's an emergency." Brookshire needed a partner that wouldn't handle them like "just another number" but would instead respond immediately and act quickly.

Solution

Zero Zone built a partnership, not a transaction. Zero Zone responsiveness helped Brookshire navigate high-pressure environments with fewer delays and more confidence.

"You're not just another number... you're a customer to them. When you call needing something, they're good about getting in the middle of it."

Brian O'Quinn, Retail Refrigeration Manager
Brookshire Grocery Company



Crystal Merchandiser® Dairy Cases - Bossier City, LA

Challenge 2: Budget Constraints and Cost Competitiveness

During budget-crunch years, some stores had to go with lower-cost options to meet spending limits, making cost a sensitive factor despite the preference. The decision is not about preference but practicality when budgets are firm.

Solution

Even in budget-sensitive years, Zero Zone remains a strong contender due to its total cost of ownership over the equipment lifecycle. The team continues to explore ways to prioritize Zero Zone where possible, especially when quality, reliability, and support are all considered.

“It’s worth what we’re paying for... the durability, the looks, and support.”

Challenge 3: Long-Term Equipment Reliability and Appearance

Brookshire emphasized longevity and visual quality. Cases need to last 25+ years, and the racks even longer (30–40 years), with equipment retaining a high-quality look after 5–10 years.

Solution

Brookshire noticed a superior build and appearance. While long-term data is still accumulating, early performance suggests a stronger product lifecycle and fewer issues.



Outdoor Parallel Rack

“Cosmetic looks hold up... Zero Zone equipment is a better quality than the others.”

Brian O’Quinn,
Retail Refrigeration Manager,



Reveal Merchandiser® Meat Exclusive - Bossier City, LA

Challenge 4: Phased Remodels and Delivery

Receiving all equipment at once isn't feasible. Competitors couldn't accommodate staggered deliveries, but Zero Zone's willingness to phase deliveries based on store schedules was a key differentiator.

Solution

Unlike competitors, Zero Zone accommodated phased delivery schedules. This made remodels smoother and more efficient.

“We tell them we want these particular cases on this night, these on that night... and they schedule the trucks that way. We can't get anyone else to deliver that way.”



Reveal Merchandiser® Produce Exclusive - Bossier City, LA

Summary of Metrics and Outcomes

- ✓ 13-person internal team managing refrigeration across the enterprise
- ✓ Up to **130** frozen doors per 60,000 sq ft store
- ✓ Notable **reduction in repair expenses** in stores with new Zero Zone equipment
- ✓ Expected case life: **25 years** with minimal issues
- ✓ Expected rack life: **30–40 years**
- ✓ **16-year personal relationship** and ongoing preference for Zero Zone

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