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Jungle Jim's expanding retail center, adding four new stores

By Eric Schwartzberg

Staff Writer

FAIRFIELD — Jungle Jim's International Market is working on a 5,800-square-foot extension that will nearly double retail space at its Shoppes at Liberty Center.

The new fully-leased retail structure on Dixie Hwy., which will include AT&T, GameStop, Jimmy John's and Menchie's Frozen Yogurt, is scheduled to open by the holiday season, according to Debby Hartinger, Jungle Jim's promotions manager.

Each retailer's space is between 1,200 square feet and 1,800 square feet, said Hartinger, who declined to provide the project's cost.

The new project will bring the Shoppes at Liberty Center to 12,274 square feet of retail space and help further reinforce the center's image as "a one-stop shop" for shopping.

"You can come here and get anything from a telephone, yogurt and video games to the post office, a pharmacy and jewelry," she said. "It's as eclectic as Jungle Jim's is."

Building a new retail building did not mean taking a risk at wondering who would sign up for the space, Hartinger said.

"We have people who came to us and wanted to build on our property, wanted to be here, so we said OK," she said.

Jungle Jim's also has three spaces available at the Shoppes at Jungle Jim's near the monorail station. Two of them are about 2,500 square feet each and the third, which features entrances from the outside of the plaza and from inside Jungle Jim's, is more than 400 square feet.

The new locations will be each company's first in Fairfield, according to their websites.

"I think it's exciting," said Greg Kathman, economic development manager for the city of Fairfield, "It says something positive about the Route 4 business district that these national companies were interested in locating here. I think it's a positive reflection about Jungle Jim's as an anchor. They draw so many customers in on a daily and weekly basis that these other new companies figure that they can benefit from some of that exposure."

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