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Brookdale ShopRite and EVgo unveil new fast charging station

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The newly renovated Brookdale [ShopRite](#) hosted a ribbon cutting ceremony to debut an EVgo Inc. electric vehicle fast charging station at its 1409 Broad Street parking lot in Bloomfield, NJ.

This EVgo charging station features charging from 100kW up to 350kW and can serve four vehicles simultaneously. The station was supported with funding through the PSE&G Electric Vehicle Charging Program, which is designed to support the deployment of EV chargers for a range of customers. This latest launch is part of a push to install and offer charging stations in communities where ShopRite stores operate. EVgo is one of the nation's largest public fast charging networks for EVs and is powered by 100 percent renewable energy.

“We are excited to work with EVgo to unveil this new charging station for our ShopRite customers and the people of Bloomfield,” said Neil Greenstein, a third-generation grocer and owner and operator of Brookdale ShopRite. “We recently completed an extensive renovation of the Brookdale store, and the next step was providing a fast electric vehicle charging station in our parking lot. At ShopRite, we are always looking for ways to provide the best possible shopping experience for our customers, and making it easier for people to charge their electric vehicles is part of that commitment.”

A family-owned business that has served the local community for more than 50 years, Brookdale ShopRite completed an extensive remodel earlier this year that included storewide upgrades, new departments and fresh food offerings, and the installation of new energy efficient LED lighting and refrigerated cases.

ShopRite has supported sustainability efforts – both in stores and communities – for more than four decades and plans to add more electric vehicle charging stations to its stores, enabling additional drivers to go electric with convenient access to public charging. Wakefern Food Corp., the logistics, distribution and merchandising arm of ShopRite, is working with Wakefern Members and stores to identify locations for new charging stations.

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