

Barclay's Deli & Corner Store
Grand Opening Media Kit
Harwood Neighborhood, Baltimore, MD
April 30th, 2025 | 7 AM – 10 PM

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Executive Biography

Odell is the CEO and co-founder of Barclay's Deli & Corner store, striving to become a community advocate and continue to be a proud resident of the Harwood neighborhood in Baltimore. Although she has lived in the neighborhood for just over a year, through friends, collaborators, and neighbors, her ties to the community run deep and have allowed for commitment to preserve historically underserved neighborhoods.

Odell is a current student at Loyola University Maryland studying Communications and Media with a double concentration in Digital Media & Design, Advertising, and Public Relations. Before she officially established Barclay's in 2025, she started with a background in community organizing and food initiatives. Working alongside local groups to address this insecurity in access to food, and help promote a positive development. She has been vocal on her advocacy for anti-gentrification within the neighborhood, preserving space for those who are there.

Odell launched Barclay's with the idea that every community deserves access to fresh affordable food, and that the residents who reside should not be pushed out of neighborhoods they call home in the process. Her leadership centers in local ownership, community organization, and creating spaces where everyone feels seen and heard.

"Barclay's is more than just a corner store, it is a symbol that we belong. The people here who don't feel taken care of by their city, should have a space where they do. We built this for the people who actively choose to keep Harwood alive everyday."

Mission Statement

Barclay's Deli & Corner store is more than convenience, it is a space built by and for the Harwood community making every stop a welcoming visit. Our goal is to create an environment where relationships can be formed, and memories can be made. Yes, it is a convenience store, but it is so much more than that.

Our mission is to make fresh affordable food and essentials available to every single neighbor, while also creating a positive societal and cultural impact in Harwood. We prioritize local sourcing, reinvesting in our neighborhood, and making sure it is sustainable. We believe access to food is a right, not a luxury. The framework of Barclay's reflects the soul of Harwood, and will continue to be that reflection.

Company Backgrounder

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The Role of Barclay's Deli & Corner Store in Baltimore: A Cornerstone for Harwood

Barclay's Deli & Corner Store opens April 30th, 2025, right in the heart of Baltimore's Harwood. Barclay's is more than just a neighborhood convenience store, it's a place rooted in care, food access, and community investment. As Harwood continues to evolve, so does the need for spaces that serve not only daily essentials but culturally. Barclay's was built in response to that need, offering a safe, welcoming environment for all Harwood residents to gather, eat, and connect. With fresh produce, affordable deli meals, and essential groceries, the store meets practical needs while still nurturing community pride!

By collaborating with local vendors and hiring exclusively from within the Harwood neighborhood, Barclay's keeps its economic contributions close to home. This is about connection, culture, and the future of Harwood's families.

The Beginning of Barclay's Deli & Corner Store

Founded in 2025 by Harwood resident Odell Mehari, Barclay's Deli & Corner Store was born from a simple but powerful idea: communities thrive when they're supported from the inside out. Mehari, along with a team of local partners and residents, worked tirelessly to transform this idea of a traditional corner store into an anchor for the neighborhood, focused on health, sustainability, and representation.

From the start, Barclay's has centered its work around values of dignity and access. By partnering with the Harwood Community Garden, the store ensures that produce is not only fresh, but grown right around the corner! Funding was secured with support from city development initiatives and grassroots fundraising by residents who believed in the store's mission.

Community-Focused Milestones

- **April 30, 2025:** Official Grand Opening and Ribbon-Cutting Ceremony
- **Established Partnership:** Harwood Community Garden

- **Local Hiring Initiative:** 100% of staff from the Harwood neighborhood
- **Monthly Events:** Community cooking demonstrations, food drives, and youth workshops

The Vision

Barclay's Deli & Corner Store envisions a Harwood where everyone, regardless of income or background, has access to fresh food, safe spaces, and opportunities for connection. It's not just about convenience, it's about building Harwood's legacy. With a deep commitment to the people it serves, Barclay's is designed to be a space that grows with and for the neighborhood.

Challenges and the Road Ahead

In a city where food access remains a serious challenge and local businesses often struggle to survive amid all the rising costs, Barclay's represents redefining what neighborhood businesses can look like. The challenges of inflation, sourcing local goods, and maintaining affordability are real, but so is the determination of the team behind it.

By listening to community voices and working with local organizations, Barclay's hopes to not only meet daily needs but also inspire other neighborhoods to invest in self-sustaining initiatives. With every sandwich made and every bag of produce sold, Barclay's Deli & Corner Store is building more than a business, it's building a movement.

News Release

FOR IMMEDIATE RELEASE

March 30th, 2025

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BARCLAY'S DELI & CORNER STORE: A NEW CHAPTER FOR HARWOOD JUST IN TIME FOR SUMMER

[BALTIMORE - 03/30/25] - With collaboration from the Harwood local, and its local initiatives, Barclay's Deli & Corner Store is thrilled to announce the grand opening of its store, located right in the Harwood neighborhood of Baltimore. This new convenient store is more than just a place to shop, it is a community investment.

Opening its door on Monday, April 30th, 2025, Barclay's will offer fresh affordable produce, deli meals all day, and any essentials needed, all while still prioritizing using local vendors, local staff, and continuing to value the locals. The day will start off with a 10:00 AM ribbon cutting ceremony & press conference at 395 E 27th Street, Baltimore, MD 21218, followed by a tour of the store, food samples, and community activities.

Odell Mehari, CEO and co-founder, is a Harwood resident herself with a vision for what this neighborhood can look like, continuing to stay grounded in its culture with care. "We're not here to change what Harwood stands for, we're here to protect it and make sure it lives on," Mehari says. "Barclay's is a place to see familiar faces, feeling that sense of belonging, while also being able to sustain your needs from the second you walk in."

The store's partnerships include the Harwood Community Garden, bringing locally grown produce directly from the garden to the shelves. All staff are hired within the neighborhood, committing to economic development right here. Barclay's is also dedicated to staying involved, hosting regular food drives, cooking demonstrations, and collaboration events. This space is envisioned as a hub for connection and community.

About Barclay's Deli & Corner Store

Barclay's Deli & Corner Store is a locally owned corner store in Baltimore committed to being a hub for food access, affordability, and continuing community development. For more information, visit Barclays.com.

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Media Advisory**FOR IMMEDIATE RELEASE**

April 30th, 2025

MEDIA CONTACT:

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Official Ribbon Cutting Ceremony at the Grand Opening of Barclay's Deli & Corner Store**WHAT:**

Barclay's Deli & Corner Store will be announcing its grand opening in the Harwood community. The announcement will be made right in front of the store made by CEO and co-founder of Barclay's, Odell Mehari today.

WHY:

This event marks the announcement of the grand opening of a locally owned corner store, reinvesting in Harwood's future. Through food access, creating local jobs, and building community connections.

WHEN:

- **Date:** Monday, April 30th, 2025
- **Time:** 10:00 AM ET
- **Location:** 395 E 27th Street, Baltimore, MD 21218
- **Parking:** Street parking available on 26th St & Greenmount

WHO:

- Odell Mehari, CEO
- Local Initiatives, Harwood Community Garden
- Harwood Community Members

###

Talking Points

1. Opening Remarks

- a. Welcoming and opening (Thank you all for making time to be here today)
- b. A new chapter for the neighborhood and I am excited to see you

2. Project Vision/Key Messages

- a. About the store: call to action (our mission)
- b. Barclay's Deli is locally owned, **community-first store**
- c. Fresh produce, deli items, essentials
- d. Prices are fair, community care is valued
- e. Why Harwood?: Important to give back to where I live
- f. Food scarcity issues and economic challenges
- g. Store is part of the solution, affordability and locally
 - i. Even dollar spent in the store comes right back into supplying for the neighborhood (cycle)
- h. We'll host regular promotions, food tastings, and community events. This store isn't just opening, it's staying.

3. Engagement:

- a. Economic impact: hiring from within
- b. Fair wages helping creating opportunity
- c. Affordability: accepting all payment methods (EBT included)
- d. Everyone is welcome

4. Audience & Staff Acknowledgements :

- a. Recognize the neighbor, all the local growers, initiatives, and people who have put time into the vision of Barclays
- b. Welcome families, students, and workers from the area.
 - i. Invite everyone to stop by today for a bite, meet our team, and see the store for yourself.
 - ii. "Enjoy samples from the deli, snap a photo at the mural, and say hi to your new neighborhood grocers!"

5. Closing Statement:

- a. Barclay's Deli & Corner Store is more than a business, it's an investment in Harwood. We believe in fresh food, fair prices, and most of all, our people. So please come visit us, come hungry, and come often. We're open from 7 AM to 10 PM starting today. This is a bodega for all. Thank you!