



Overall Outstanding Single-store Operator

Janssen's Market, Greenville, Del.

In a world that's busier and offering more food-purchasing options than ever, establishing a distinctive identity for a grocery business is crucial. And Janssen's Market, in Greenville, Del., knows exactly what type of store it is.

"For only a subset of our customers, we are their only grocery store," says Paula Janssen, general manager. Her grandfather founded the business in 1952, and she, along with her parents, Eileen and Joseph Janssen Jr., now run the business. "But we are, for a lot of people, a place to top up. We make it convenient to make that second trip, so they're not just coming for one thing, they're coming and they get everyday items at the same time." Customers can purchase gourmet items like Epoisses cheese, but can also pick up some laundry detergent.

Shoppers also come in for prepared foods from J's Café, which offers a variety of breakfast and lunch items for dine-in or takeout. "It works for all different segments of our customers," Janssen notes.

The store caters to several retirement communities in the area, as well as busy families, by offering prepared food options that can be sized as needed. Singles can choose one chicken breast and some asparagus for a nice dinner, or families can buy a whole meal, including proteins and sides. Janssen's also was the first supermarket in Delaware to receive a liquor license, so customers can enjoy a glass of wine or beer with their meal in J's Café.

The meat department has full-time butchers on site that cut or grind meat to the customer's exact specifications. If a customer wants a steak cut 1¼-inch thick, the butchers can easily do that, Janssen says, or grind a specific mix of pork, veal and sirloin for a special family recipe.

Produce is a draw, Janssen adds. With its location so close to Philadelphia's produce market, the store sends a broker daily to select the best items. Janssen's also regularly sources from local farmers; some of the relationships



go back decades. "There's one local farm that we've been working with since my grandfather had the store," she says. "They are on their third generation as well, so it's fun that we've grown together."

In addition to the quality products, Janssen also credits the store's commitment to service in keeping customers coming back. "We focus on the customer experience within the store. We make it warm, inviting and convenient; that's No. 1," she says, suggesting that Janssen's Market is almost more of a gourmet convenience store than a supermarket, due to the customer's ability to get in and out of the store quickly.

Employees also help create the environment. The store has a number of long-term staffers, with managers' tenures averaging 10 years or more. About two-thirds of the 90-person staff are full-time, so customers and staff get to know one another well. "People can choose to buy their groceries anywhere," Janssen says. "We need to make it a positive, friendly experience for people to come back."