



**Overall Outstanding  
Fresh Excellence**



# McCaffrey's Food Markets, Langhorne, Pa.

**“F**resh” is the word in modern grocery retailing, and McCaffrey's Food Markets, with five stores in Pennsylvania and New Jersey, excels at the fresh departments. Two of its stores opened within the past year, a 50,000-square-foot store in Blue Bell, Pa., and a new, smaller, 13,000-square-foot Simply Fresh by McCaffrey's in Doylestown, Pa.

The new Simply Fresh concept “is all the best things that McCaffrey's has to offer,” says Jim McCaffrey III, company president.

At the forefront of the fresh departments is prepared foods. “I think the single biggest thing that we do different and better than our competition is prepared foods,” says EVP Jim McCaffrey IV. Most of the items are prepared in the grocer's 33,000-square-foot central

commissary to help control the quality and consistency of products, which are finished in the stores to impart some theater to the fresh departments.

Customers can select from Mediterranean, Italian and Chinese cuisines; fresh-made soups or salads; or handcrafted pizzas. The stores feature hot, salad and grain bars for grab-and-go ease, as well as a dine-in seating area. McCaffrey's also introduced a bar and beer garden in the Blue Bell

location that features a tapas menu with 20 high-end options.

Simply Fresh also debuted a crepe station, which was a feature in the Blue Bell location when it opened a few months later. “Both the crepes and tapas are made fresh to order right in front of you,” says McCaffrey IV.

Another fresh department that's a big draw for customers is gourmet cheese. The stores feature a full cut-and-wrap program, with everything





brought in as wheels and cut on site by cheesemongers in each store. McCaffrey's has spent a lot of time and effort on training — both of its staff and its customers. The department samples every day, and the cheesemongers also host educational classes. In the Blue Bell location, McCaffrey IV plans to have the cheese department partner with the bar to offer cheese-craft beer tastings.

All stores' meat departments, which have butchers on site from opening to closing, feature full-service cases with custom-cut selections, as well as gourmet items in what McCaffrey III calls the "jewelry case for the fellas." Each night, a different butcher designs the gourmet case for the following morning. "They really compete with one another on what they're putting in there, whether it's several value-added items or different cuts," he adds. "They compete on how the case is going to shine the next day."



Produce is a key driver of fresh, and Tim Mirack, McCaffrey's produce director, "lives and breathes produce," McCaffrey IV says. As with any supermarket, the two biggest buzzwords in the department are "local" and "organic." Mirack has partnered with a number of area growers to supply the stores with fresh produce, and also is working with a hydroponic company to grow produce for the store in a greenhouse located within a mile of the Yardley, Pa., store.

"We're fortunate that we're not that far spread out geographically yet, so what's local for one store is legitimately local for the others," McCaffrey IV adds.

The stores' focus on fresh is paying off. "Every time we've put a focus on a department, especially a fresh department, whether it's gourmet cheese, coffee or sushi, we've seen dramatic increases in business," McCaffrey IV notes. "That's what the customers are demanding."