

Unique Discount Grocery Store Opens in Wayne City

By Randy Olson

With a wife and six children to feed, Leslie Rohrer was feeling the pinch on his pocketbook. Rising food prices and the cost of traveling several miles to shop for groceries motivated Rohrer to try to do something about it. In January of 2006, he began researching the grocery industry. He talked to many people and gathered a lot of information from many resources. As a result, he made the decision to build a unique discount grocery store in Wayne City.

Greenfield Discount Grocery was launched almost a year later in January of 2007. Located just off Route 15 behind the medical office building, this unique grocery store features 4,500 sq. feet of retail space in a 10,000 sq. ft. new building. The name of the store is derived from Rohrer's farm home near Orchardville, called Greenfield Farms. With agriculture in his blood, and other retail background experience, Rohrer is hopeful that this new store will provide a solution to the needs of many area families.

What is so unique about Greenfield Discount Grocery Store?

You will find many of the same everyday staple items such as milk, bread and eggs at competitive prices as well as fresh meats, produce and a deli. But, you will also find a large number of stocked frozen food cases, canned goods and shelves of cereals that are all name-brand items that will include some surplus, slightly damaged or slightly out-of-date products, but everything has passed the laws of inspection. "We don't try to hide the fact that a corner of a box is crinkled, a can has a slight dent, or a bottle of salad dressing might be two months out of date," said Rohrer. "We sell these items 50-75 percent less than the price found at chain grocery stores, we guarantee the items 100 percent because there is really nothing wrong with the product, just a package flaw. If the customer is not happy with something they purchased, we will give a full refund."

These types of stores have done well in other parts of the country, allowing consumers to really save a lot of money on their food bill. How much can you save? I did a price check and found a bottle of Wishbone brand-name salad dressing for 49 cents at Greenfield Discount Grocery. There was nothing wrong with the bottle or product, just outdated by two months. I later found the exact same bottle of salad dressing for \$1.39 at one store and \$1.28 at another. In the cereal aisle, I found a box of Captain Crunch cereal with a crinkled corner. Again, nothing wrong with the product inside. The cereal box was just \$1.49 at Greenfield, while the exact same product elsewhere ranged from \$2.75 to \$3.09 a box. This is a great bargain for growing families that go through lots of cereal each week.

As a farmer, Rohrer plans to sell lots of fresh home-grown produce from farmers around the area. The produce department of the store is expanding every week. The fresh



meat cases stock ground beef, pork chops, steaks, sausage, bacon, etc. The fresh deli will slice lunchmeats and cheese to your specifications.

Since many people commute to work at Mt. Vernon or Fairfield, the high-traffic location of Greenfield Discount Grocery along Route 15 is a convenient stop on the way home from work. "We have had people stop in from Blufford, Dahlgren, Sims, Fairfield, Johnsonville, Mt. Vernon, Orchardville, McLeansboro, as well as Wayne City," said Rohrer. "The community of Wayne City has been very helpful and supportive of our efforts; we appreciate the warm spirit."

Electricity to Greenfield Discount Grocery is provided by Wayne-White Counties Electric Cooperative. "I have been very pleased with the installation and service at the store provided by the cooperative personnel," said Rohrer. "We are also on Wayne-White lines at our farm and during a recent outage at 2:30 a.m., I called in and L.D. Locke responded in less than an hour and had us back on in about 15 minutes."

The store is open 8 a.m. – 6 p.m. Monday through Thursday, until 8 p.m. on Friday, 8 a.m. to 6 p.m. Saturday, and closed on Sundays. They accept checks, cash, debit cards, Link card and credit cards. The store has five full-time employees, as well as three part-time. So, before you drive several miles to the big chain stores, why not give this unique new grocery store a try? Your pocketbook might thank you for it. For more information, you can also call Greenfield Discount Grocery at 895-2025.

