



A Golden Opportunity

When Golden Harvest Foods in Saint Paul, Minnesota reopened after a fire that caused significant damage to their building, they outfitted their store with equipment that would help them remain a community staple for generations to come.



Shua Xiong is building long-term relationships with his customers and chose retail equipment to support these relationships.

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SHUA XIONG,
Owner of Golden Harvest Foods

Saint Paul, Minnesota, United States is one half of the Twin Cities, growing metropolises with diverse groups of people. In Saint Paul is a unique store that is a source for community connection and delicious foods. Golden Harvest Foods is a hidden treasure in the Twin Cities—thriving after they upgraded their retail equipment.

In 1988, Shua Xiong saw a gap in the niche market of Asian grocery stores and knew he and his family could make a change. They opened Golden Harvest Foods to create a better Hmong grocery store that would serve families and generations to come. But they were building more than a grocery store; they were helping build their community.

For 20 years, Golden Harvest Foods was a community staple, serving families as they built lives together. In early 2018, however, a fire closed Golden Harvest Foods. Shua sadly recalled they were closed for “one year, one month and three weeks” before reopening in March 2019.

While the fire was devastating, it gave Shua the opportunity to remodel and upgrade to completely new equipment. He knew the Golden Harvest team would be weighing and wrapping meat and produce as well as weighing prepared food at their deli counter. To boost efficiency in product packaging, automatic wrappers were a necessity. When choosing new equipment, Shua said “we went with the most up-to-date technology and equipment we could find so we could prepare for the next generation.”

He wanted equipment that would be easy for all of his employees to use and products that would stand the test of time as they welcomed their third generation of customers. Customers they knew as children are bringing their children to Golden Harvest. Shua is starting to see the grandchildren of his customers, and with the right equipment, his store is set to last their lifetime as well. The scales Golden Harvest used before the fire were from a manufacturer who wasn’t locally based

and Shua wanted to work with a company closer to Saint Paul, which is why he chose Rice Lake Retail Solutions.*

Shua also wanted to work with a supplier who could offer local service if something went wrong with their equipment. Working with DM&P Equipment & Supplies, Inc. gave them exactly the support they needed. Anne and Domingo Contreras opened DM&P in 2004 after working with a similar retail equipment company for over 30 years. Their son, Domingo Jr., joined them in 2015 to help provide sales and service to butcher shops, delis and international food stores in the Saint Paul area.

Working with Domingo Jr., Shua carefully considered Golden Harvest's options before making a decision. For the Golden Harvest meat packaging room, Shua chose an Ishida WM-Ai automatic wrapper and two IP-Ai-P labelers with remote scale bases. This boosted efficiency while still allowing them to hand-wrap large or oddly shaped cuts of meat. They also streamlined the produce processing room by adding a WM-Nano automatic wrapper and a hand-wrapping station to handle their variety of produce. A Uni-7 price computing scale with label printer was installed at the deli counter to help serve up delicious items such as eggrolls, chicken and Lao sausage. The Uni-7 has a bright, customer-facing display with weight and price information in addition to dual-range weighing technology. This provides more precise container tare weights for deli products, creating more accurate pricing.

When discussing his choices, Shua said "Efficiency is very important, cost is something we're concerned with. Using auto or semi-auto equipment saves work and saves time. The younger employees are able to do things more efficiently and understand the technology." One of the biggest time-saving benefits has been programming preset PLUs and SKUs,

*Rice Lake Weighing Systems is the exclusive distributor of Ishida retail equipment in the United States.

allowing them to quickly weigh, wrap and label products with the push of a button.

Shua also said the WM-Ai is fast, easy to use, and essentially hassle-free. The WM-Nano is also fast and both units wrap products consistently, saving time and giving the items secure, appealing packaging. They have appreciated not only the speed, Shua added, but also how accurate, durable and easy to clean all of the Rice Lake retail equipment is.

Domingo Jr. helped those at Golden Harvest ensure the software they needed was integrated with the scales, making operation simple for everyone currently working there, or who might work there in the future. Shua says Domingo has been very reliable. He worked closely with the staff to ensure everyone was trained on using the equipment and is always willing to answer questions if they arise.

"We believe in the interpersonal relationship we have with our customers," Shua said when he talked about the future of Golden Harvest. He is building long-term relationships with his customers and chose retail equipment to support these relationships. With reliable, technologically advanced equipment from Rice Lake Retail Solutions and local support from DM&P, Golden Harvest will provide traditional Hmong groceries and community connection for many generations to come.



The Standard in Retail Wrapping

Problem:

When Golden Harvest Foods prepared to reopen after a fire, they wanted to ensure the equipment they chose would be easy to use while preparing them for the future of their store.

Solution:

By working DM&P Equipment & Supplies, Inc. and Rice Lake, Golden Harvest Foods chose Ishida automatic wrappers, hand-wrapping stations and price computing scales that will allow them to provide traditional Hmong groceries for many years.

Ishida WM-Ai Automatic Wrapper

Ishida IP-Ai-P Labelers and Remote Scale Bases

Ishida Uni-7 Price Computing Scale

Ishida WM-Nano Tabletop Wrapper



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