

# Community Matters

WHEN THE COMMUNITY OF RICE LAKE, WISCONSIN CELEBRATED THE GRAND OPENING OF THE AREA'S NEWEST GROCERY STORE, there was even more to celebrate. Gordy's County Market, a family-owned grocery chain based in Chippewa Falls, Wisconsin, had been a long time coming. "It's a market that we've had a lot of people contacting us and wanting us to be up here," says company founder, Gordy Schafer. "It does my heart good to see this new store opening."

Why all the excitement? Shoppers of the newly opened store are enjoying the presence of another familiar local brand, that of local scale manufacturer Rice Lake Weighing Systems. Like family-owned

Rice Lake Weighing Systems, the themes of family and community are an important part of the Gordy's recipe. As Gordy explains: "The way we run our business is we drive our sales by a lot of promotions and participating in a lot of community activities. We've been successful in other markets that way, and people know us." He maintains working with local businesses whenever possible has always been important, and that using Rice Lake Weighing Systems retail equipment in their deli, bakery and produce operations was a great opportunity.

When Gordy's began planning for the new Rice Lake, WI store, they approached Chippewa Falls based WIScale, a Rice Lake Weighing Systems distributor. Brian Potter and owner John Nelson recommended Rice Lake Weighing Systems to provide a variety of retail scales, slicers and wrapping equipment, including an automatic wrapper and hand-wrap stations for the meat room, and price-computing scales for their bakery and deli counter.

Gordy's would also take advantage of several new MajorSlice™ meat and cheese slicers from Dadaux. The Ishida equipment integrates seamlessly with Gordy's existing PLU management software and can be managed remotely from Gordy's main office for price updates, sale promotions, and new product additions.

Using Rice Lake Retail Solutions, WIScale gave Gordy's a complete solution from front counter to back room—a perfect fit for a grocery chain that found a perfect home in Rice Lake. ■



Brian Potter of WIScale stocked Gordy's with Rice Lake Retail equipment.



Gordy's deli uses MajorSlice meat and cheese slicers.