



MEAT/SEAFOOD

Hollywood Markets, Troy, Mich.

At Hollywood Markets' seven stores, it's all about the meat. The stores have been trading on the reputation of the being "The Meat People" since 1950, and claim to have double the meat selection of competing stores in eastern Michigan. Hollywood Markets' meat departments have 40 to 80 linear feet of display cases, with eight to 20 butchers staffing the service counters.

"We've had a consistent message out there for almost 65 years now," says EVP Thomas Welch. "The meat is the draw; it's what sets us apart. Meat is the biggest fresh category."

Part of what makes the department so successful is the emphasis placed on service. Several meat department employees have more than 40 years each working in the stores, and can provide personal service and knowledge to customers. "We hang our hats on customer service and knowledge," Welch adds. "We embrace that rather than worry about the extra labor involved."

The stores bring in primal cuts as well as doing all of their



own grinding. To ensure a supply of journeyman meat cutters, Hollywood Markets started its own training program in cooperation with the trade union. Trainees work in the stores for two years to achieve journeyman status.

Hollywood Markets also is known for its value-added products like stuffed chicken breasts and stuffed pork chops made from lean-cut pork; both items are filled with the grocer's signature sage-and-onion dressing. One of the most popular value-added products is marinated kabobs made with beef, chicken, turkey, lamb, steak and pork tenderloin, which customers simply put in the oven or on the grill.

"The experience of our folks in our meat department is just amazing," Welch says. He's worked in the department himself; in fact, most of the Welch family has come up the ranks through the meat department. "It's the primary focus of our stores."



Did you know that the top 25% of independent operators make nearly triple the net profit of the average independent?

Contact FMS to see how we can help your business succeed

Providing decision-support services to over 3,500 independent retailers

(877) 435-9400

fmssolutions.com