

# Business Connection



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## Business Spotlight

### Grocery Outlet coming to Pleasanton in April

Grocery Outlet is an extreme-value grocery retailer, which offers customers big savings on brand-name products. The Pleasanton Grocery Outlet is opening on April 1, 2021 and will be operated by Grocery Outlet Independent Operator Richard Lipsit.

Lipsit has more than 10 years of experience running his own business and has notable retail business experience prior to joining the Grocery Outlet family. He has a deep passion for both his team and customers and plans to focus on building an inclusive and supportive atmosphere with the highest standards in customer service. Previously, he successfully operated the Newark Grocery Outlet location, and he is looking forward to incorporating these elements and more into the upcoming Pleasanton Grocery Outlet.

For 75 years, Grocery Outlet has offered a full range of products including fresh produce, meat, deli and dairy, along with a wide

assortment of natural and organic choices. Grocery Outlet also carries a large selection of beer and wine, health and beauty care, as well as seasonal items. A third-generation, family-led company founded in 1946, Grocery Outlet provides local customers an exciting place to find WOW deals on name brands they trust. Grocery Outlet has more than 375 locations throughout California, Idaho, Nevada, Oregon, Pennsylvania, and Washington.

Lipsit believes he will bring his positive energy, as well as his enthusiasm and professionalism to lead the all-new Pleasanton Grocery Outlet. "I am honored to be a part of the Pleasanton community and bring Grocery Outlet's values - family orientation, supportiveness, and positivity - to the Pleasanton community," said Lipsit. "I am looking forward to having my store be the place that local families want to return to repeatedly."

In addition, he is a current board member of the Newark Chamber

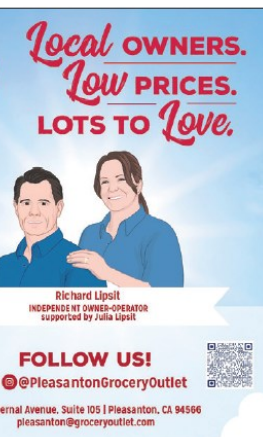


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of Commerce and a member of Pleasanton Chamber of Commerce, where he coordinates with the city to launch programs for small businesses, including support during the COVID-19 pandemic. Additionally, when they moved to Pleasanton, he and his wife Julia joined the Pleasanton Rotary Club to better

serve their community.

For some background, Lipsit was originally born in a small community in Nebraska and moved to California when he was 10, since which he has called the state his home. Richard and his wife Julia have a lovely daughter, Korah. Julia studied and worked



Richard Lipsit is excited to open the Pleasanton Grocery Outlet in the Vintage Hills Shopping Center on Bernal Avenue.

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