

Business Connection



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Business Spotlight

Healthy, quality food that does not cost a fortune

Grocery Outlet has more than 440 stores across the nation with more than 1.5 million shoppers hitting the aisles each week. Did you know you can save 40-70% off name brand groceries every day without club cards, paid membership or coupons? At Grocery Outlet, the bargains are simply incredible, and you'll find thousands of them every day.

Each Grocery Outlet is family-owned and operated, and Richard Lipsit and his wife Julia run the Pleasanton Grocery Outlet. The couple is very passionate about their store and because they are local, they love supporting their community.

Pleasanton Grocery Outlet has a huge selection of quality produce, including organic fruit and vegetables for less than you'll find at other grocers. "We are also very proud of our meat department, where you will be impressed by the variety, quality and low prices," said Richard. Grocery Outlet was named one of the "50 Best Wine

Retailers in America" by Wine Enthusiast and the Pleasanton Grocery Outlet carries more than 400 different types of wine.

Richard and Julia are proud of their involvement with the Pleasanton community. They donate weekly to Tri-Valley Haven and run a special program—Independence from Hunger—to combat food insecurity and support families in need. In addition, they donate to local schools, Veterans organizations, and boy and girl scouts, and they partner with local organizations to provide work for people with disabilities. Kids visiting their store can get free oranges as well as visit their Free Little Library, where they change the books weekly. One of the latest projects is a donation to support 75 families in the area with food. Every first and third Thursday of the month, the store provides an additional 10% discount for seniors.

"We believe that everyone deserves healthy, good quality food, and it should not cost a



fortune," said Richard. "We love Pleasanton, and greatly appreciate all the support from the community. From our Mayor Karla Brown to all of the charitable organizations to the Pleasanton Police Association to the Chamber of Commerce and Rotary Club, we want to say Thank You to our entire community."

Pleasanton Grocery Outlet is located in the Vintage Hills Shopping Center at 3550 Bernal Avenue in Pleasanton.



Pleasanton Grocery Outlet's Richard Lipsit (left) hosting elected officials including Alameda County District Supervisor David Haubert (second from left) and Pleasanton Mayor Karla Brown (right) to go through Grocery Outlet's process of supporting SB1383 and food recovery.