



Masstown Market celebrates 40TH and opens second store

The Masstown Market was celebrating two great success stories on the weekend of July 25th, the 40th Birthday of the Masstown Market and the "Birth" day of their new satellite store in Five Islands.

Masstown Market owner operator Laurie Jennings is quick to point out this day of celebration was more about saying thank you to all the customers who have come through the Market doors. "Without their past and present support we wouldn't have been here for 40 years and we sure wouldn't be opening a new store," he says.

The day of celebration included an Anniversary cake and entertainment by the Elliott's, who have participated in many special events along the shore.

MLA Karen Casey stopped by the store in Masstown to help celebrate in the 40th anniversary cake ceremony. In her remarks, she thanked the Jennings family for their valuable contributions to the community, not only as community volunteers, but for the successes achieved during the past 40 years, excellent service to customers, and as a major employer.

Casey also acknowledged the Jennings family philosophy of buying as much locally as possible. She said many farmers have benefitted over the years by selling locally grown products to Masstown Market, and today it is a major customer for many farmers.

The Masstown Market has steadily expanded over the last forty years in response to the wants and needs of their customers. The bakery is one prime example, where products have evolved based on the requests of the customers. Freshly baked breads and rolls, in multiple varieties, fly off the shelves each day.

Laurie Jennings is determined the same dedication to customers will continue at the new store in Five Islands.

Casey also mentioned Masstown Market provides jobs for many students, who rely on the Market to help finance their education, but it also teaches them the value of having a strong work ethic, which is valuable in many stages of their lives.

"There have been many offers to open satellite stores in other areas throughout the years," says Laurie. "I have been impressed by Dick Lemmon's dedication to the community of Five Islands and when he approached me with idea for a Market location in Five Islands I was immediately interested in going forward. There is great potential for growth along this shore. We don't want to compete with existing businesses, we want to compliment what is there and fill the gaps for what isn't offered."

Dick Lemmon owns the building and has completed renovations to the former Adrian's Restaurant location. The Masstown Market will provide fruit, vegetables and baked goods, with other suppliers stocking staples like milk and bread.

"This will be a mini version of the existing market and it will be based on what people are needing or requesting once the store is operating full time," says Laurie. "Customer satisfaction will always be the most important."

The store will be open year round and some stock will change with the seasons.

The staff at the Five Islands location all have local ties to the area. Manager Connie Hunter is from Five Islands, employees April Yorke and Teri Keith are also from Five Islands and Brenda Wheaton is from Parrsboro.



Cutting the cake with Karen Casey, almost as fun as eating it!



Our 40th Anniversary Cake



All stocked up and ready to go!



The Elliotts share some tunes, good local boys, great local talent!



The Holiday fundraiser was fun for all



Karen liked our history of using local suppliers whenever possible. We like that too. Our suppliers are great neighbours.



Karen gives Eric a lesson on serving up anniversary cake.



Wade, pretty handy isn't he!



Come see us! We'll be glad to serve you!



Connie Hunter



Teri and Brenda finishing up some of the displays



April getting some of the shelves ready

Connie Hunter, Five Islands, who manages the new satellite store says, "It's a privilege to work with the Jennings and to have employment within the area. I look forward to serving the local residents and be a service to the community".

Teri Keith says, "I'm glad to have employment with a successful local company, as it means I will not have to commute daily to Truro to work. I look forward to serving local people and helping to build the business at this end of the shore".

Brenda Wheaton, who lives in Two Islands, near Parrsboro, says, "It is a real privilege for this area to have a business of this caliber with fresh produce, baked goods, etc."

April Yorke, Five Islands, says, "It is an honour to work here, because they are great employers. When training in Masstown, the staff were so friendly and it a great opportunity to work locally."



“Celebrating 40 years of Excellence!”

Visit us in Masstown, Five Islands or online!

www.masstownmarket.com

